

**THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE**

## Page 36

# FOR THE MILLIONS

*You are cordially invited  
to join the ever-increasing list  
of prestige clients  
enjoying success  
on K.T.L.A.*





# DISCOVER

## North Carolina's Grade A World

Only this one station provides Grade A Coverage of thirty-three populous counties in the heart of the rich Piedmont, dominated by the metropolitan tri-cities of Winston-Salem, Greensboro, High Point—a responsive market of more than 300,000 television homes!

# WSJS

TELEVISION



CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

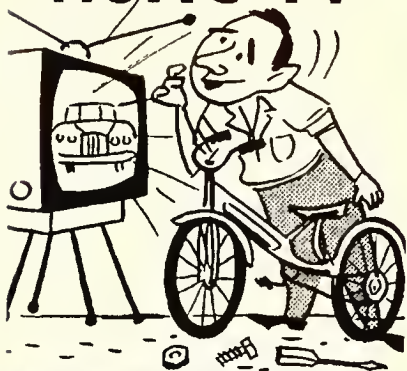


how to spend your ad dollars to sell  
young adult. Buy "BREAKFAST CLUB,"  
"FLAIR," SPORTS OR SPECIAL EVENTS  
C RADIO. You'll sell the consumer who  
more of almost everything. Federal  
Board statistics show that during  
young adults (18-44) bought 59% of  
refrigerators; 62% of all washers; 60%  
TV sets. But whether it's phonographs  
ol, automobiles or aspirin, young adults  
ore. If you want to reach them, your  
it is ABC Radio.

**YOUNG ADULTS:  
BUY MORE SMALL APPLIANCES  
BUY MORE BIG APPLIANCES  
BUY MORE EVERYTHING**

**ABC RADIO   
FIRST WITH YOUNG ADULTS**

# What they see on WJAC-TV



# THEY BUY!



If you're interested in sales results in the Johnstown-Altoona market, you should know about WJAC-TV! Happy sponsors say that WJAC-TV sells everything, from automobiles to zithers, and in large quantities, too.

And no wonder! Both ARB and Nielsen rate WJAC-TV tops, month after month. But more important than statistics are results. Statistics don't buy products . . . people do! And purchasing people watch WJAC-TV

**For Complete Details, Contact:**  
**HARRINGTON, RIGHTER**  
**AND PARSONS, INC.**

New York Boston Chicago Detroit  
Atlanta Los Angeles San Francisco



# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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# Says John Hopkins:

General Manager, KTVT, Dallas-Ft. Worth, Texas

"We bought Seven Arts'  
Vol. I and II because

YOU CAN'T HAVE  
TOO MUCH  
OF THE BEST.

JOHN HOPKINS

"We have one of the most extensive film libraries in the country, but still we bought Warner's 'Films of the 50's' to enhance our reputation for presenting the best in feature film entertainment. Vol. I and Vol. II both represent by far the best post-'48 features you can buy. And we need the best to pitch against network competition."

**Warner's films of the 50's...  
Money makers of the 60's**



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, completed shooting

in Paris . . . Gene Kelly directing . . .

Theatre—"Gone with the Wind" in preparation . . .

Television—Distribution of films for T.V., Warner's "Films of the 50's"

Literary Properties—"Romancero" by Jacques Deval . . .

Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction . . .

NEW YORK: 270 Park Avenue

YUkon 6-1717

CHICAGO: 8922 D N. La Crosse, Skokie, Ill. ORchard 4-5105

DALLAS: 5641 Charlestown Drive

ADams 9-2855

BEVERLY HILLS: 232 So. Reeves Drive

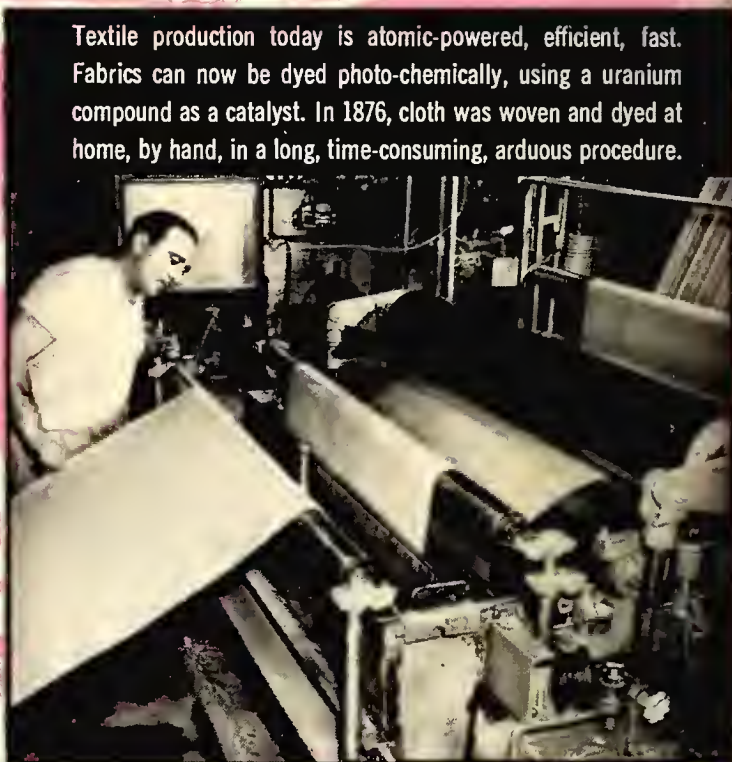
GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)



THE BETTMANN ARCHIVE

UNITED PRESS INTERNATIONAL PHOTO



Textile production today is atomic-powered, efficient, fast. Fabrics can now be dyed photo-chemically, using a uranium compound as a catalyst. In 1876, cloth was woven and dyed at home, by hand, in a long, time-consuming, arduous procedure.

**Public service**  
*in step with the times*



Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

# WGAL-TV

Through the years, machines have been re-designed and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

## WGAL-TV

*Channel 8*

**Lancaster, Pa. • NBC and CBS**

STEINMAN STATION  
Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

14 August 1961

# SPONSOR-WEEK

## BEECH-NUT DROPS SPOT

**\$7.5 million goes into NBC TV minutes for variety of products, using wide sweep of network programs**

Beech-Nut Life Savers' (Y&R) buy on NBC TV for the coming season can be deemed the biggest minute participation deal yet.

It involves around \$7.5 million, probably a million more than the company spent last year on network and spot tv combined.

Once an important spot tv user, Beech-Nut has been fading more and more away from that medium in favor of network. This has happened since the advent of the spot carrier and the increase in daytime exhibity. In other words, the sales patterns of network and spot have come closer and closer.

Last year Beech-Nut spent \$1.2 million in spot tv, according to TvBorabaugh reports. In the first quarter of 1961 it was down to \$0.1 million. (Back in 1956 and 1957 it was spending \$1.2 and \$2.2 million a year, respectively, in spot, which declined sharply in 1958 and 1959.)

Remarkable are the sweep and dimensions of the BN schedule on NBC TV. It includes Jack Paar, Saturday Night Movie, nighttime film series; and daytime as well.

A wide range of Beech-Nut products are involved, too, including various chewing gums, Life Savers, and Beech-Nut Foods.

In 1960, when the company had very handsome increased sales and profits picture, its total advertising breakdown has been measured as follows: network tv, \$4.8 mil-

lion; spot tv, \$1.2 million; magazines, \$679,000; newspapers, \$175,000, and business papers, \$105,000.

As far as NBC TV goes, the BN buy clears up the situation on major holdouts. Beech-Nut was the last of the major tv spenders to withhold its 1961-62 tv commitment.

An incidental sidelight is that although Alger B. Chapman, chairman of the board of Beech-Nut Life Savers, is also a member of the board of AB-PT, the advertiser's network tv business went in to NBC TV.

## Select takes \$.5 mil. of Tinsley from reps

Another \$500,000 in billings is being siphoned off from the pool of independent station representatives by a station group.

This half-million involves the three Tom Tinsley stations, which effective 1 November will be represented in Chicago by Tinsley's own Select Stations Representatives, Inc., instead of Adam Young.

The move also effects other Young offices. These will be handled through Clark-Foreman, in the south, and other reps yet to be named.

The Tinsley stations have been repped by Select the past five years, with Adam handling everything else for the Tinsley threesome consisting of WITH, Baltimore, and WLEE and WXEX-TV, Richmond.

## ABC TV AFFILIATES VETO 'DISCOVERY'

ABC TV affiliates have blocked a network move to start a daily afternoon news program for children which would have begun on 2 October.

The show, Discovery, to have been seen 5-5:30 p.m. daily, failed to get enough station acceptances and has been postponed if not cancelled.

Giraud Chester, ABC TV daytime programming v.p., stated, "the postponement was made necessary by insufficient station acceptances resulting from previous program commitments by many stations."

It is understood that some of the markets that refused to clear are Buffalo, Cleveland, Omaha, Kansas City, and New Haven.

ABC TV plans to keep the news portion of the program and to move it earlier in the afternoon at 4:50-5 p.m.

The program had apparently been developed in response to remarks last May by FCC Chairman Newton Minow that tv should do more to provide news and information shows for younger viewers.

(For Minow's remarks on "ratings" and "dollar" censorship, see page 11, column one this issue.)

## ABC invests in Japan

Ranking third in the world with 9 million tv receivers, Japan has up to now steered clear of U. S. tv interests.

But now ABC International is now moving in to invest in and work with NET of Tokyo and Mainichi of Osaka. ABC has purchased a minority interest in each.



# a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

## EDITORIAL EFFECTIVENESS

Many of my friends have suggested that I use this space to tell everyone—first: what a wonderful and densely populated market my stations reach and—second: how essential it is that smart advertisers use our medium almost exclusively to reach these people.

Frankly, we've got competitors and there is no use trying to kid advertisers or anyone else about their strength and effectiveness. Sure our market is important, depending on whose book you read it is either the 40th or the 80th or somewhere in between. Personally, I prefer the book that places us at 40th, but I'll admit there is room for argument.

However, the record of our station in this market is one on which there is less question or doubt.

We don't take much stock in the broadcasters favorite indoor sport—the drawing of circles on maps, for this is often a lot of wishful thinking, that, anyone can do.

We don't subscribe to all the various rating services because we don't have enough Ouija Boards to figure out what incomprehensible system is being used. (After we were given credit in one survey for coverage in three counties of northern Virginia we decided these things were beyond us.)

No matter how you slice it we have the ultimate in proof of effectiveness. *Every* substantial, reputable and reliable local merchant in Greater Springfield spends an increasingly large share of his advertising dollar with us in preference to *every* other medium in Western New England.

No matter what the circles show—no matter what the numbers say, the people who need to count results tomorrow, count on WWLP and WRLP—But don't ask me—ask the man who lives here.

**Represented nationally by HOLLINGBERRY**

## NBC TV SELLS NFL QUARTER TO FORD

It's business as usual again as far as NBC TV and the NFL games are concerned.

The network sold a quarter sponsorship to Ford (JWT) for Baltimore and Pittsburgh games between 17 September and 17 December. Fourteen Sundays are involved.

Deal, like other NFL rights, does not include any of the 14 cities in which the league has teams.

Like last year, Sports Network has another NFL team, Cleveland, and CBS TV has all the others.

The voiding of the CBS TV-NFL contract, which would have given all the teams to that network, lessens the tv value of the football teams.

Ford is also in the CBS TV games or a quarter along with Philip Morris, plus regional advertisers including Amoco.

Presumably voiding of the CBS TV-NFL contract involves a reduced price to Ford which will pay for the NFL games on NBC TV.

## AAAA complete study of opinion leaders

The AAAA public relations program for advertising, after a slow start, has finally gotten under way. The first step has been completed. The field work of the depth study of attitudes toward advertising by selected opinion leaders.

The premise of the study is that it is not the general public, but thought leader groups, who have expressed criticism of advertising.

Results of the study are to be used by Hill and Knowlton in a public relations campaign. Analysis of field work will be completed by September.

Study is based on survey approved June by Marion Harper Jr., Clinton E. Frank, Paul E. J. Gerhold, and Donald L. Kanter.

## News specials for Elgin Xmas push

The news special—only a few seasons ago regarded as unsaleable—will become a pre-Christmas sales tool this year.

Elgin National Watch Co. (McCann-Marshall) has purchased three full-hour news specials to be shown in consecutive weeks in prime time on NBC TV.

Estimated value: \$500,000. Specials are dated 28 November, 7 and 15 December. These are three of the 40 weekly actuality specials NBC TV has programmed on a weekly basis next season.

It's the first time, according to recollections of people around the NBC TV sales department, that news specials have been used for a pre-Christmas campaign to sell a product.

The importance of Christmas gift-buying to watch makers, rather than public image, dictated Elgin's buy.

First two shows are on Hospital Ship Hope, and U.S. Bases Overseas. Third is to be announced.

## TvAR elects Robert Hoffman marketing-research v.p.

Robert M. Hoffman has been elected marketing and research v.p. for TvAR.

Before joining TvAR two years ago as marketing and research director, he was director of sales planning and development for the WOR stations in New York.

Said TvAR president Larry H. Israel, "Bob Hoffman's pioneering efforts with his brand comparisons, audience dimensions, television spot tests, and numerous special studies have made meaningful contributions in advancing the dynamic role of 'individual market television' in today's marketplace."

## Stereo seen as fm station boon

(Washington): The FM Broadcasters Association thinks stereo will enable fm radio stations finally to compete for the ad dollar.

The Association plans a saturation advertising and public relations campaign to acquaint the public on what awaits them. Campaign is tied also to set makers who vision a brave new world of home equipment sales.

Tremendous sales of stereo phonographs have created a ready-made market for stereo broadcasting. Where the audiences go, the ad dollar follows, argues the FM Broadcasters Association.

But meanwhile stereo fm is in much the same dilemma that uhf tv once had: few stations will be broadcasting because few people own sets, and few people owns sets because few stations are as yet on the air.

Association is using a combined station-manufacturer drive to get sets at least as far as into the stores. With this encouragement stations might make the hefty equipment investment and the public will acquire the receivers.

## Signor joins EWR&R

John J. Signor leaves Arndt, Preston, Chapin, Lamb, and Keen to join EWR&R in Philadelphia as an advertising account executive.



Signor was at APCL&K for six years, also as account executive. Before that he was advertising manager of KYW radio and held a similar post with Raymond Rosen, Philadelphia appliance distributor.

# MEET **ATS** -THE GIANT SALES-BUILDER

Meet a new broadcast representative already a proven success with a solid group of stations. Ace Time Sales is formed by the personnel of The Branham Company's broadcast division. It is employee-owned. It has solid experience with vitality. It has already won the confidence of stations formerly in the Branham line-up. By limiting its list of stations, ATS adds a new depth in service—Personalized Sales Service. This includes personal contact with agency, research and station people...full-time research and promotion departments...direct contact with advertisers and distributors through 9 national sales offices. Let ATS build giant sales for you!



**ADVERTISING TIME SALES,**  
New York • Chicago • Detroit • Minneapolis  
Atlanta • St. Louis • Dallas • Los Angeles

## MINOW ASSAILS RATING & DOLLAR CENSORSHIP IN TV

(St. Louis): FCC Chairman Newton Minow, appearing on Eye on St. Louis on KMOX-TV, said the interview show was "a good example of what television can do to educate and enlighten and inform people."

The local show is seen nightly at 10:15-10:30 p.m. and is fully sponsored each night of the week by Missouri Auto Club, National Food Stores, Thrift Homes alternating with Jefferson Bank & Trust, Plumbing Industries, and International Shoe.

(Chicago:) FCC Chairman Newton J. Minow, speaking at Northwestern University, defended his agency from charges of censorship, pointing out it never interferes before a broadcast.

But he did speak of two other kinds of program censorship, which he termed "rating censorship" and "dollar censorship."

In the first type he cited the case of network affiliates who do not pick up information program feeds if they believe the rating will be low.

Minow's case against "dollar censorship" was this: "the broadcast licensee simply abdicates his own judgment and turns programing decisions over to an advertiser or his agency."

Minow closed his address by answering one question by raising another. "To those few broadcasters," he said, "and their professional associates who would evade the nation's needs crying 'Censorship! Oh where will it end?'—I ask: 'Responsibility—when will it begin?'"

A humorous moment during the address occurred when Minow referred to a station that dropped The Intouchables and put in a Chicago Symphony Orchestra show. Said Minow! "We can only speculate about the reaction of the television audience when they see what comes out of those violin cases!"



## FSR has CCTV for market research

Fuller & Smith & Ross—which makes no bones about being on the prowl for landing its first consumer package goods account—hopes to use the lure of a new marketing research tool it has developed.

Called "Focused Group Interviewing," the new procedure involves a discussion with specially selected consumer panels. It is believed that franker and relaxed discussion are obtained with groups than individuals.

The unique feature of FGI is this, the entire proceeding is watched on closed circuit tv by a trade audience which can give questions at any time to the panel leader. The panel is not aware of being watched or of the sources of questions.

FSR research director Tully Plessner who also is panel leader in FGI discussions, says the technique is especially useful to clients for testing particular projects, such as package changes of new ad themes. It has also been helpful to clients in understanding problems agency creative people are facing.

## Brunswick buys ABC TV shows

Brunswick Corporation (McCann-Erickson) will participate in four ABC TV shows next year.

Brunswick will co-sponsor Make That Spare and will Participate in Adventures in Paradise, Ozzie & Harriet, and Steve Allen.

## Lestoil creates new ad-marketing post

Lestoil's expansion into new consumer and industrial products has led to the creation of a new marketing-advertising post.

Edward J. Fredericks, who was marketing director for The Simoniz Company, joins Lestoil Products in the newly-created role of director of marketing.

Fredericks will report to Charles



E. J. Fredericks

J. McCarthy, executive v.p., and will take charge of domestic, international, and industrial sales, plus corporate and product ad-

vertising, and sales promotion and public relations. In addition to the formidable list he will also be head of Lestoil's brand managers.

Last year TvB credited Lestoil with a \$9.9 million tv expenditure. This year trade estimates are that the tv investment is running at about the rate of \$8 million.

Lestoil president Daniel E. Hogan called the appointment the first of "several major moves this year, designed to strengthen the totality of integrated marketing services."

Lestoil consumer products now include scented detergents, Lestare dry bleach, and a new spray starch.

## AT&T into more CBS Reports

AT&T is expanding its buy of CBS Reports into non-space shows.

The telephone advertiser will sponsor the 19 October CBS Reports on the problem of "Water." This is its first buy into CBS Reports not to be on a space subject.

Also active at CBS TV this week were three advertisers who bought into I've Got a Secret.

They are: Polaroid, Hertz auto rental, and General Foods.



THEODORE F. SHAKER, NEW YORK

**Ted**



EDWIN T. JAMESON, NEW YORK

**Ed**



HARRISON E. MULFORD, NEW YORK

**Harry**



DONALD BOWEN, NEW YORK

**Don**



MARTIN S. POLLINS, NEW YORK

**Marty**



O. THOMAS MILLER, CHICAGO

**Tom**



JUSTIN CASSIOY, CHICAGO

**Jud**



RICHARD BEEZEMYER, HOLLYWOOD

**Dick**



CHARLES BARRICKMAN, HOLLYWOOD

**Chuck**

### 1. all the info on TV's big 5 markets.

These are the exclusive reps, as of August 15, of ABC-TV's new Owned & Operated Stations sales organization.

Meaning they represent WABC-TV, New York; WBKB, Chicago; KABC-TV, Los Angeles; WXYZ-TV, Detroit; KGO-TV, San Francisco . . . the most uprending stations in these top markets . . . and speaking knowingly about the 5 markets where a healthy slice of the nation's advertising spending money is spent.

### ABC-TV NATIONAL STATION SALES, INC.

WABC-TV, NEW YORK/WBKB, CHICAGO/KABC-TV, LOS ANGELES  
WXYZ-TV, DETROIT/KGO-TV, SAN FRANCISCO



FRED NETTERE, NEW YORK

**Fred**



JEROME McCAULEY, NEW YORK

**Jerry**



THOMAS BELVISO, NEW YORK

**Tom**



JOHN McELFRESH, CHICAGO

**John**



PHILIP GORE, CHICAGO

**Phil**



FRANK SARACENO, CHICAGO

**Frank**



WILLIAM HENORICKS, DETROIT

**Bill**



JAMES OSBORN, SAN FRANCISCO

**Jim**



GRANT NORLIN, SAN FRANCISCO

**Grant**

**et:**

from any of these 18 specialists.

These men know all about their business. And plenty about yours. They were hand-picked for their first-hand knowledge of the markets. They will concentrate 100% of their activities on these key markets. Whatever you want to know about the markets, research-availability-wise, these 18 men know. Or will find out. Fast. Call the one closest to you, geographically speaking.

3 Fifth Avenue, New York 22, New York, SUsquehanna 7-5000  
0 North Michigan Avenue, Chicago 1, Illinois, ANdover 3-0800  
39 North Vine Street, Hollywood 29, California, NOrmandy 3-3311  
Edison Theatre Building, 1567 Broadway, Detroit, Michigan, WOOdward 1-0255  
7 Golden Gate Avenue, San Francisco 2, California, UNderhill 3-0077



Latest PULSE\* figures show

KRIZ #1

with more first-place quarter hours  
than any other station.

KRIZ—307

X — 90

Y — 38

Ties — 69

Total weekly 504  
quarter hours

\*According to the March, 1961 Pulse Re-  
port.

**KRIZ**  
**phoenix**  
call robert e. eastman & co., inc.

## Commercial commentary

### Junior, you're a jerk

I don't often get an uncontrollable urge to take the younger generation over my avuncular knee and spank their rosy-tinted bottoms, but there are some indignities no self-respecting middle-aged adman should have to endure.

The immediate cause for my galloping apoplexy is a piece by a Mr. Henry Karpus which appeared recently in our sister publication, CANADIAN SPONSOR and in which Mr. Karpus displayed that shocking disrespect for his elders, brighters, and betters in the business which I find all too prevalent among advertising's current rompers.

He wrote, "As we all remember, advertising prior to World War II was pretty much a hit-or-miss affair compared to today's approaches. Back in those days, the agency man was usually flamboyant, cigar-smoking, table-thumping practitioner in the art of personal selling. He ran the whole show. Everything happened off the top of his head and the whole shooting match was housed in his hat. He was the golden boy in the golden age of super-salesmen. Today that same adman can be found on the executive floor of many agencies. Over the years he has mellowed, but now he seems a bit bewildered at the tempo of the times, and probably wonders how this new generation of specialists can keep up the pace."

Well, isn't that a touching, a poignant picture?

I'm sure it is natural and human for any ambitious young buck to think he must kick Daddy in the head in order to rise to glory and Mr. Karpus, along with hundreds of fledgling ad-boys on this side of the border, exhibits many of those symptoms which Sophocles outlined in *Oedipus Rex* and Freud rediscovered 25 centuries later.

But there is a tremendous danger in this boyish downgrading of advertising-as-it-used-to-be. Not the danger of slandering us flamboyant, table-thumping old timers (though it does do that). But the danger that, in jeering at the past, today's youngsters are kidding themselves about the current impoverished and sterile state of the ad agency business.

### We had more than you have

Junior, let me tell you something. It was great to be young and an adman in New York in the '30s.

We had more fun, more laughs, more exciting and interesting work, and we made more money, job for job and in terms of real buying power, than you're doing today.

Furthermore we were in a business we were proud of.

We weren't skulking around, as so many of you are, lugging a king-size inferiority complex about being called hucksters and grey flannel suiters. We weren't pathetically trying to dream up public relations drives to sell advertising's "image" to "thought leaders."

(Please turn to page 45)



# This Fall in Birmingham

# 19 OF THE TOP 20

# SHOWS\* WILL BE

# ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

- |                        |                     |
|------------------------|---------------------|
| ★ GUNSMOKE             | ★ RAWHIDE           |
| ★ ANDY GRIFFITH        | ★ JACK BENNY        |
| ★ DANNY THOMAS         | ★ BONANZA           |
| ★ GARRY MOORE          | ★ DUPONT SHOW       |
| ★ HAVE GUN WILL TRAVEL | ★ DENNIS THE MENACE |
| ★ G. E. THEATER        | ★ TO TELL THE TRUTH |
| ★ CHECKMATE            | ★ (SYNDICATED)      |
| ★ RED SKELTON          | ★ DOBIE GILLIS      |
| ★ CANDID CAMERA        | ★ ED SULLIVAN       |
| ★ I'VE GOT A SECRET    | ★ WAGON TRAIN       |

\*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

**WAPI-TV**  **Channel 13**  
**Birmingham, Ala**

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

KOIN-TV's eye-appeal  
for its audience means  
"buy-appeal" for your product.

It's the colorful station with  
the widest audience in Portland,  
and 3 surrounding Oregon and  
Washington counties. Northwest  
people prefer KOIN-TV's  
smooth programming blend  
... top news, top-rated shows,  
top sports features. Brighten your  
profit picture with KOIN-TV's  
proven "buy-appeal." Check  
the latest Nielsen for some  
statistical finishing touches.\*

## KOIN TV PERSUADES PEOPLE IN PORTLAND



\* Highest ratings and widest coverage ... 7 of every 10 homes in Portland and 33 surrounding counties.

KOIN-TV—Channel 6, Portland, Oregon.  
One of America's great influence stations.  
Now Represented Nationally by  
Harrington, Righter & Parsons, Inc.

## 49th and Madison

### Appreciated sympathy

Your sympathetic and most illuminating comments on the Texaco switch (SPONSOR, 17 July) are most appreciated in this corner. I know it's been widely read in the agency and I hope in the industry (industry?).

The most difficult thing from my viewpoint is to see a fine group break up.

Also agree with your prescription for preventing such things happening. Maybe some day.

John F. Murray  
"ex-copy grp head on ex-Texaco"  
Cunningham & Walsh, Inc.  
New York

### Yes, but how about "The Sponsor"?

Remember the last time someone got your name wrong? You probably were a little upset, and rightly so.

We have noticed in the 15 May, 1961 edition of The Sponsor in an article entitled "Here are 1961's classics awards": you misused a name very important to us, our registered trademark, BAND-AID. You may not have realized that if a trademark is misused and it becomes generic, the owner loses his valuable property right. Don't misunderstand us—we hope that you will continue mentioning our products, but it is important to us that the name be used correctly.

There's an easy way to remember the correct usage. BAND-AID is always used as an adjective—never as a noun. Therefore, as an adjective it must always be followed by the descriptive name of the particular one of our several products bearing the trademark. Here are some examples of proper usage: "BAND-AID Plastic Tape," "BAND-AID Adhesive Bandages," "BAND-AID Plastic Strips."

Incidentally, we know that many publications will not print trademarks in full capitals; therefore, you

may prefer the following style, which is also proper: "Band-Aid adhesive bandages," "Band-Aid plastic tape etc."

One other point—since BAND-AID is an adjective and not a noun it is not correct when used in the plural.

These inconsistencies cause us a good deal of grief from a legal point of view, and we would appreciate your cooperation in helping us maintain the highest degree of accuracy.

Thanks for giving us an opportunity to set the record straight.

Norman St. Landau  
general counsel  
Johnson & Johnson

● We stand corrected of course. But we'd like to point out that Mr. St. Landau's letter was addressed to "The Sponsor," New York, N. Y. We also are jealous of our trade name and we hope in future J. will address us correctly as "SPONSOR." The Portland Office will also appreciate it if they include proper street and zone numbers, 40 E. 49th St., New York 17, N. Y.)

### You've done a great job, but . . .

I read with great interest and more trepidation the account of the success of the Dubonnet campaign in your last issue. The trepidation comes from reading between the lines of the switch in agencies.

Much is written about agency service etc. etc. but I have yet to see too much about client loyalty. I am sure that the first agency went far above the call of 15% in work energy and talent, and it produced results. What is the reward for an outstanding job?" Thanks a lot, fellows, you've done an outstanding job for us, but now that we're big we can't use you any more.

Lenny Kahn  
owner  
Lenny Kahn Advertising  
Cleveland

### Re frequency of purchase

I read with interest the article in the 26 June issue entitled "Big radio topic: shopping frequency."

There are several things about the

philosophy outlined in this article that concern me, but most fundamental of them is contained in the paragraph which states, "in order then to protect brand identification (what with the heavy competition in this product area) a feasible radio campaign would be the placement of one announcement per hour. In that way the advertiser is sure to reach the total circulation in that particular market, SPONSOR was told." The consensus that reaching the total circulation of any particular market can be arrived at by buying a spot every hour, or 40 or 50 spots, etc., has been gaining considerable credence of late.

In fact the ability of any radio station to saturate a given market is limited by its total accumulative audience. At the present time the most available data of this sort, despite its shortcomings, is circulation data. It is thus impossible to assure saturation of a market by using a spot every two minutes, much less every hour on a station whose total circulation is perhaps only 30% of the market. This, regardless of the total

gross number of rating points.

Even taking the hypothetical example of a radio station (and I know of none which do) that reaches 100% of the market, it would be a pure accident of fate that the one spot per hour schedule would be precisely the right thing to saturate the market.

People interested in trying to find some of the answers to the saturation of the market question would, I think, recognize that such matters as distribution of spots during the broadcast day, placement of spots in the shows appealing to various different types of audience, and length of the total campaign, would also be factors in influencing the number of spots required.

I submit, isn't it just possible that the more frequently a person buys a given item, the more deeply ingrained the brand-purchasing has become? For instance: maybe it is easier to change a man's mind about what car he should buy because he only buys a car every year or so, than it is to change his mind about the cigarettes he buys; which purchase he makes much more often; and even in the

field of cigarette purchasing, how does one differentiate between those cigarettes which are purchased by the carton, and those which are purchased by the pack.

All in all, it is my feeling that the attempt to use frequency of purchase to sell radio time will undoubtedly result in another black eye for the radio medium, which is often accused of playing games with figures.

I realize that the serious approach to basic research, as it relates to radio as an advertising medium, is not likely to come up with the pyrotechnics that the casual approach does, but I submit that in the long run the biggest job that the radio medium has to do with the advertiser is to convince him of its soundness and its willingness to do business on a basis that is grounded on solving the client's problems rather than its own.

But don't get me wrong, it is delightful to read the many fine articles that appear in your magazine.

P. Scott McLean  
general sales manager  
WLW  
Cincinnati

# NOW 425,200 TELEVISION HOMES

*... in the land of Profitunity!*

SERVED BEST BY WFLA-TV

Any advertiser seeking sales in America's top markets—must include the Tampa - St. Petersburg Metropolitan Market — America's 28th Retail Market, which includes Florida's largest city — Tampa!

WFLA-TV delivers the Tampa-St. Peters-

burg market plus 26 other big, busy counties — a total sales market of 425,200 TV homes\* — an increase of 53,000 TV homes in the last year!

Want top-rated availabilities on this Florida Sales Powerhouse? See your Blair-TV man, or write us.

\*ARB TV home estimates, 6/61

Channel 8

NATIONAL REPRESENTATIVES, BLAIR-TV



wfla-tv

TAMPA - ST. PETERSBURG





# there is nothing harder to stop than a trend

Continuing its torrid summer rating pace, ABC-TV continues first in the competitive TV markets where the viewer can watch all 3 networks. Given this highly mean-

ingful 3-way choice, Nielsen reports more homes have more of what they see on ABC.\* Such seeing, for the sponsor, makes the most successful kind of believ-

## ABC Television

\*Source: Nielsen 24 Market TV Report, average audience, week ending July 30, 1961, all commercial programs originating between 6-11 PM (N.Y. time) Monday through Sunday.

# SPONSOR-SCOPE

14 AUGUST 1961

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SPONSOR

PUBLICATIONS INC.

A blue sky is starting to break through for national spot radio with regard to fall buying.

The event that was especially encouraging: **Detroit's opening up.** The advance guard consists of Chevrolet (Campbell-Ewald), Oldsmobile (D. P. Brother), and Cadillac and Pontiac, the latter two out of MacManus, John & Adams. Buick is expected to fall in line shortly.

What gives the Chevrolet entry an extra flavor: once the biggest automotive in spot radio, **Chevrolet in pushing its 1961 line cut its radio budget to the bone.** It'll have two schedules, one for two weeks of saturation at announcement time (22 September) and then 22- to 42-week schedules in large and medium markets, starting later in the fall.

**Other spot action in the Midwest:** Parker Pen (Burnett); Cream of Wheat, renewal (BBDO); Kraft margarine (JWT); Skelly Oil (Bruce Brewer, Kansas City); Interstate Bakeries (Potts-Woodbury).

**In New York:** Burlington Mills' support hose (Donahue & Coe), Preston-Eveready (Esty) and such perennial cold remedies as 4-Way cold tablets and 666.

Network tv provided this sales coup of the week: **Beech-Nut's decision to string along with NBC TV, with the pot amounting to about \$7 million, if the account stays for 52 weeks.**

The actual obligation by Beech-Nut for the wide assortment of nighttime minutes (over 200) and daytime quarter-hours is **26 weeks.**

Both CBS TV and ABC TV had been in there heatedly pitching for the business—which would indicate that **everybody has plenty of unsold time**—but NBC TV evidently had the sweetening which assured the most savory c-p-m.

**Another late NBC TV sale:** about 30 commercial nighttime minutes plus some daytime to Max Factor (K&E), adding up to \$1.3-4 million. The participations will be run off in flights, with the first one during the Christmas promotion season.

**The SRA has embarked on a different tack in the selling of spot radio.**

Member reps have asked their salesmen to **reduce their competitive wrangling** to a minimum and to put the main force of their efforts into selling the concept of radio as a good and effective medium for the national advertiser to be in.

What started this drive toward more cooperation and positive selling was the discovery by SRA members that in one highly important area of radio business the **salesmen were spending more time running down station selections already made** than in complimenting the agency involved for its use of radio.

The SRA has straightened out the situation in that center and radio reps within the organization have **agreed to take strong personnel action**, if necessary, to cure this sort of negative tactic within their own ranks.

**Spot tv sellers can give the back of their hands to the report that Miles Lab (Wade) is revamping its tv strategy.**

What apparently inspired this thought was the buy of the Kukla and Ollie five-minute strip on NBC TV.

The fact about Miles' attitude toward spot tv: **the medium will go on as the big support for the No. One brand, Alka Seltzer, with 100 markets on the list for a 17 September start.**

The puppets will be assigned One-A-Day, Chocks, and Bactine.

With all the heavy activity that's been taking place in spot tv the past three weeks, the major reps have yet to get an actual availability call for some 40's 30's in prime chain-breaks.

Another interesting observation about the character of the inquiries: the quest for 1 are pretty much like the ratio of a year ago. And the buyers apparently are having no difficulty getting all they want of the locked-in type.

The hustle of spot tv buying for the fall **continues to take on momentum**, with a volume of it certainly above and beyond the pattern of the past two early Augusts.

**Included in the past week's roster of avail calls and schedule placements out New York:** Continental's Wonder bread (Bates), 6-8 minutes or 20's a week per station; the balance of '61, starting 3 September; Pepperidge Farms (OBM), night breaks and minutes, six weeks, starting 25 September; American Chicle, Brown & Williamson, Colgate derfrice and Anacin, all out of Bates; Chesterfield (JWT), minutes, I.D.'s; Lever's Golden Gl margarine (SSC&B); Cities Service (L&N); Sinclair (Geyer); Best Foods' Nucoa (DFS) minutes.

**Out of the Midwest:** Swift's Award margarine (Burnett); Jiff's peanut spread (Gardner), adjacent to kid shows; Duncan Hines' Dutch topping (Gardner).

Gardner, St. Louis, has taken precautions to maintain as close to maximum efficiency as possible in dealing with reps for its 1961-62 spot buying, which the agency estimates will run over \$6.5 million.

The step in this direction: the issuance of a four-page closely-typed letter of procedure to reps. It tells how the requests for availabilities will be staggered by region, how these sheets are to be handled as to information, when confirmations can be expected, and suggests that switch pitches be put off until after the buying is completed.

Assures the letter: Gardner's **not trying to be arbitrary or over-demanding**; is merely trying to do a big job on an organized basis.

**Some reasons for the expanded spot money:** the acquisition of P&G's Jiff peanut spread from Burnett; the growth of the Duncan Hines line; Pet Milk's new dietary Sego; the competitive dog food market (Gardner has Purina); the agency's top-rung status on far accounts.

**Spot tv will be the arena this fall for another stiff battle among the coffee brands.**

Already on the buying line are Maxwell House instant, Yuban, C&S instant. Hill Bros Folger's Nescafe.

In and around the New York market there are also Chockful o' Nuts and Martinson P.S.: New York metro supers are showing glimmers of a **coffee price war**.

**One that might have gone to spot tv but didn't:** Eaton Paper's test on selling social writing package as a Christmas gift.

The trial: five one-minute participations on Today via Chirurg, with an outlay of around \$40,000 and a lineup of 147 stations.

**The biggest single line spot tv buying operation got underway last week. It has to do with the Kellogg half-hours out of Burnett.**

Current schedules on these film sponsorships expire the last week in September. Station reshuffles here and there are expected.

Bates is swinging recently acquired Mobile account into nighttime network tv. The fourth quarter tv stake comes to around \$1.5 million and all three networks are bidding for it.

The lineup won't cover the country, but it'll still be quite sizable.

Credit the six leading tobacco companies with spending around \$2 million a week for regularly scheduled nighttime network tv programing when the fall season takes off.

In terms of commercial minutes their collective participation adds up to 60 per week, as compared to 51½ for last fall.

Generally speaking, the cigarette buys are year-round; hence, you might consider the category as accounting in this regard for at least \$100 million, time and talent, on the coming season. Then again, the cigarettes are heavy buyers of network sports events. An estimate on this score would be \$6 million. (See 10 July SPONSOR-SCOPE.)

The cigarette makers' participations per week for the fall:

COMPANY	NO. SHOWS	NO. COMMERCIAL MINUTES	ESTIMATED EXPENDITURES
R. J. Reynolds	9	13½	\$450,000
Brown & Williamson	8	12	400,000
American Tobacco	6	11½	380,000
Liggett & Myers	5	9	290,000
Lorillard	5	8	260,000
Philip Morris*	4	6	210,000
<b>Total</b>	<b>38</b>	<b>60</b>	<b>\$1,990,000</b>

\*Spends around \$4 million on network sports.

CBS TV daytime sales asserts and deposes that it is not offering any of its programing on a tie-in basis.

The disavowals apply to the reports that:

1) Minutes can be had in the Millionaire and Face the Facts only by those participating in the morning schedule.

2) Afternoon customers have an edge on the sponsorship of the forthcoming 11:55-noon news strip.

The way it now looks Bell & Howell will, for the second consecutive season, be allied with more hours of public affairs programing than any other advertiser.

Meanwhile, sales on CBS Reports and the mass of pre-empting public affairs programs NBC TV has in the planning stage are still in the doldrums, with CBS TV toying with the idea of making Reports available on a minute participation basis.

Comparison by network: Bell & Howell's package with ABC TV will total 14 hours, while at NBC TV each advertiser on David Brinkley's Journal and Frank McGee's Here and Now are committed for 13 half hours.

Look for Ford corporate to sponsor again this year a Leonard Bernstein hour on Thanksgiving and Christmas nights on CBS TV.

They'll pre-empt the GE Theatre and the Amateur Hour.

These are the personal gestures of the Henry Fords.

That buy of a batch of minutes on Today by Welch Candy (Chirurg) will entail hardly any loss from the company's expenditures for spot tv.

The Today flight, which breaks in October, is mostly added money and it's designed to support a specialty package sold in supermarkets.

Lever has disposed of one pending network tv matter, even while redeploying its advertising staff—a natural sequel to the transfer of Henry Schachte to Unilever.

The decision: renew the two quarter-hours a week in Concentration and the Price Is Right on NBC TV.

Put down as quite a coup for McCann-Erickson: hauling in the New Orleans Coca-Cola bottler to the extent of a \$1.5 million budget.

The event comes three months after the agency had added the Los Angeles bottler for \$3.5 million.

An oddity about bottlers: they tend to resist using the same agency that holds the factory's account. They want to be free to pick their own, thereby avoiding too much control by the maker of the basic ingredient.

Word reaching some of the major New York agencies from various points of the country is that creative activity among tv stations is taking on some solid momentum.

What they hear is that more and more operators are going through the throes of seeking to come up with ideas for programing, that would not only be closely integrated with the community but make room for more local business.

How much this stir stems from the critical barrage triggered by FCC chairman Newton Binow is problematical, but a broadening search for a greater accent on the local article seems to be under way.

What may pose a serious problem: finding the right writing and production manpower to carry through with the ideas.

Comes the middle of September there'll be but two stations again in Rochester, N. Y., with WHEC-TV occupying all of channel 10 and WVET having channel 5 all for its own.

WHEC-TV is buying all existing contracts from WVET and WVET is doing the same with WROC-TV, which is going out of the market.

Eventually channel 5 is scheduled to go to Syracuse and WVET will become channel 13. The FCC has plans to drop in a channel 13 into the Rochester market.

Perhaps too much shouldn't be read into the ratings for two months, but the half-hour nighttime network tv programs in May and June delivered slightly more homes per average minute than the hour shows.

It could be that the warmer months are tending to produce a lessened patience to cotton to the longer shows. (The trend actually started last year.)

These comparisons are culled from the Nielsen Tv Index:

MONTH	LENGTH	AVG. RATING	AVG. HOMES	LENGTH	AVG. RATING	AVG. HOMES
May 1961	30 min.	16.5	7,739,000	60 min.	16.4	7,692,000
June 1961	30 min.	14.6	6,847,000	60 min.	14.5	6,801,000

The tv networks appear to be making a concerted attempt to haul more insurance companies into the medium.

The argument they're using: insurance policies are becoming more and more flexible—ending more and more toward the package concept—and their sellers can make better headway by using tv which reaches a much broader segment of the audience than print.

NBC TV daytime sales is making a promotional ado over the fact that the housewife this summer has been treated to a lot of top-rung entertainment personalities that she customarily could only see on nighttime programing.

The shows noted are Here's Hollywood, Truth or Consequence, Make Room for Daddy and Loretta Young Theatre.

**For other news coverage in this issue:** see Sponsor-Week, page 7; Sponsor-Week Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 72; and Film-Scope, page 56.

"Live Programming ?  
Of course...it's tradition  
with us..."



**WSM-TV** Channel 4

NASHVILLE, TENNESSEE

**America's 48th Television Market**

NB

*Represented by*

Edward Petry & Co., Inc.

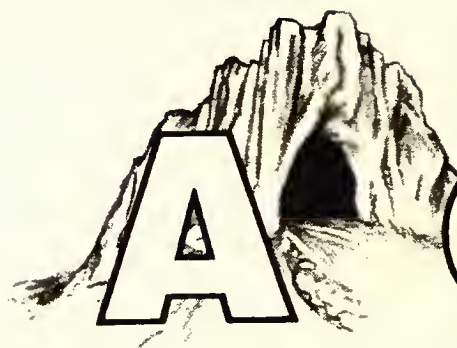
*The Original Station Representative*

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

A TREE



IS A CAVE



IS A HUT



IS A HOME



## IT'S A SALES JOB, TOO, THIS THING CALLED PROGRESS

Believe it or not, it took *selling* to get man out of the trees in the first place. And *selling* to make him move up every step of the way. For as creative as he is, the cantankerous animal we call our brother is just as stubborn when it comes to change. He does not "buy" anything until someone sells him the idea.

He never "saw" the automobile until it was "sold" to him; nor electricity; nor central heating; nor even the notion of washing his hands before an operation. He even had to be "sold" the world was round.

We have a nicer name for this selling effort, of course. Less Pushy. We call it "education." But what is education anyway—if not the transmission of ideas?

And what is advertising, in its essence, if not the very same thing? Not all of advertising is good. True. But the great majority of it has brought betterment for all and the world has benefited from this transmission of ideas.

Remember that! If you're in any phase of selling—remember that with pride. And you can remind the egg-head who tells you otherwise that his ancestors would still be cowering in the trees if someone like you hadn't suggested it was a great idea to come down and stretch his legs.

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WITH  
WBT RADIO  
YOU FOCUS  
ON THE  
ONE WHO  
PAYS THE  
BILLS

"Is this the one you want me to try, Mom?" Her mother in the background is one of the nation's adults who receive and control 98% of the U. S. income. WBT, for over 39 years the Charlotte radio station with the biggest general audience, also has the highest percentage of adult listeners. They turn to WBT because of responsible programming, outstanding service and fine entertainment. In the WBT 48-county basic area, adults receive and control most of the \$2,690,786,000 worth of spending money. If you want to make more sales for your clients, clearly the radio station to specify is the one that reaches most of the adult listeners . . . **WBT RADIO CHARLOTTE.** Represented nationally by CBS Radio Spot Sales

Jefferson Standard Broadcasting Company

# OILMEN SHIFT MEDIA GEARS

**What's behind the frenzied switching of agencies by petroleum clients and what this means in billings to both radio and tv**

**B**y playing musical chairs with advertising agencies, by going national, by getting rid of antediluvian marketing systems, the giant oil companies think they will pump out some of the sludge that has held back the petroleum industry these many years.

The expansion and upgrading of the industry, experts predict, will certainly benefit the billings of radio and television, with tv money likely to come in with gusher-like intensity. The oil companies, in the violent convulsion of a marketing revolution, expect their new advertising agencies to appear on the scene, like Thurston, the illusionist, with new strategies and new brand name selling messages that will perk up the petroleum industry and, at the same time, convince the American motorist and his family to go more places in their petrol wagons.

Corporate upheavals, changes in names and logos, mergers and territorial expansion—these are indeed some of the profound problems currently nagging the oil companies. The turbulence in the petroleum world has brought about at least 13 advertising agencies switches in less than two years; the latest and biggest one is Texaco's \$11,500,000 business which went from Cunningham & Walsh, after a 26-year run, to Benton



**NEW TORCH AND OVAL SIGNS** heralding the debut of American Oil Co. as a national marketer with three regional petroleum marketers uniting into a single nationwide operation

& Bowles. Other major changes included Gulf Oil's tires, batteries, and accessories (TBA) division \$2,500,000 in billings) from Y&R to Erwin Wasey, Ruthrauff & Ryan; American Oil with its \$5,000,000 to \$6,000,000 billings, from Joseph Katz Co. to D'Arcy and, of course, the \$11,000,000 Shell Oil account from J. Walter Thompson to Ogilvy, Benson & Mathier. Then there was Mobil with its \$12,000,000 account which said goodbye to Compton, after an 18-year romance, and decided to go steady with

Ted Bates. After a 13-year alliance with Ellington and Co., Cities Service Oil switched to Lennen and Newell, involving some \$3,500,000 in billings. All told, some \$50,000,000 in gas and oil account billings have marched into new ad shops in that less-than-two-year stretch.

Texaco, of course, has been the one major oil company to sell its product in each of the 50 states. Soon it will have an abundance of national competitors. There is drastic reorganization going on in the

marketing techniques of, for example, Standard Oil (New Jersey) and Standard Oil (Indiana). Humble Oil & Refining Co. is marketing Esso N. J. products across the land and American Oil Company is doing a similar job for Standard of Indiana. The changeover of logos and lab promises to be a herculean advertising job—and the educated opinion of those in gasoline, broadcast and agency fields is that television will be in the vanguard to promote the spread of new, national brand names.

The oil companies, facing such horrendous problems as an oversupply of gas, vicious pricing practices, compact cars and their consequent smaller consumption of gas, are asking themselves pressing questions such as: "Which medium is best for us?" "Should we concentrate in one or two media, or spread advertising dollars in all?" "Should advertising money be spread evenly over the year or devoted to a crash program in a given season?" "Should we divert more funds to product advertising?"

Opinions differ. Texaco is sweet on television; Shell, for the moment, is playing footsies with newsprint. Texaco, in the past, has put most of its budget in the second quarter; Standard of Indiana has spread it even over the year.

The oil companies, now huddling with their agencies, will undoubtedly emerge with blueprints bound to shake an industry which distributes annually some 60 billion gallons of gasoline. The prediction is that both the national and regional oil marketers will spend close to \$50 million on television this year and conceivably far more in 1962.

As the local gasoline brands spread out regionally and as the large regional brands go national, spot advertising will be a major beneficiary, according to Guy Cunningham, account executive at TvB. Network tv already has enjoyed substantial billing increases both from national oil outfits and from such regional Big League Baseball and pro-football sponsors as Atlantic, American, Sinclair, Phillip's, Ohio, Speedway and Union.

## Radio, tv promote oil sponsors' stature



**TEXACO WILL CONTINUE TO USE** institutional advertising funds to sponsor Metropolitan Opera broadcasts. Here (l to r) Milton Cross, commentator for Met broadcasts; Chet Huntley of Huntley-Brinkley show; Marion J. Epley, Jr., sr v.p., Texaco, upon getting '60 Peabody Awards



**OIL INDUSTRY** regards Gulf's NBC TV 'Instant News' specials with esteem. Gulf is also expanding its public information show sponsorship with a new Frank McGee NBC TV show



## Octane rating, schmocketane rating— real pullers are service and premiums



**OIL COMPANIES** are axle-deep in providing customers with all types of service (see above) and self-liquidating premiums (see left). American Oil service station dealer provides both travel data and such niceties as air for basketballs and free squirts of premium oil for roller skates. Nearly all petroleum companies go after new customers with premium promotions. Current Texaco premium is precision weather indicator for \$3.50 with free coupon featured on the Huntley-Brinkley show

Cunningham was certain that spot would continue to make impressive gains as a result of the intense, hyper-roid marketing goings-on in the industry. He said that local or regional gasoline brands, like local brewers and brewers, have the lion's share of market in many localities and they'll do their utmost "to protect their sales volumes by using more spot tv, adding to the prized weather, news, sports, strips, spot announcements, and local or syndicated programs so painstakingly assembled

in the last 10 years."

The belief is that national oil marketers will pour huge sums into their new territories in what looks like a real dogfight for the motorist's dollar. Already heavy buyers of spot tv, the big oil outlets will transplant successful spot tv techniques now working in their established marketing areas into new zones where heavy promotion is needed to make name changing processes more effective.

Said Cunningham: "Several petroleum industry market research

leaders have told TvB that studies of consumer awareness and reaction to specific copy points used in tv amaze them. They expect tv to top print media by 50%-100% in developing perception of particular selling points. But tv frequently tops print media by 500%-900% when the same theme has been used in multiple media. Why?"

Researchers have found that motorists have little or no inherent interest in gasoline advertising. Their atten-

*(Please turn to page 50)*

# SPOT PLANS OF 225 CLIENTS

➤ A rundown of market and budget strategy of top 225 broadcast advertisers, published by Bolling Co., shows most 4th quarter spot budgets will rise or stay the same.

## Here are the highlights of Bolling's compilation of the fall

**ANAHIST:** tv schedule to start 1 Oct., for 26 wks. in undetermined number of markets using night mins. May go to spot carriers.

**ARRID:** Tv budget increase of 10% planning for 60-market buy. Early and late evening mins. only, starting Oct.-March.

**AVON PRODUCTS:** 15 wk. tv push in 180 markets set to end about 3 Nov. Daytime & fringe mins. plus few 20's & 10's wanted.

**BEECHNUT BABY FOODS:** Fall sched. to jump from 13 to 26 wks. Limited local West coast markets (L.A. & Bakersfield) designated.

**BEECHNUT COFFEE:** Returns to spot radio with about 30 markets set to get \$500,000 for 13 wks. into 1962. Minutes will be used.

**BEN-GAY & PACQUIN:** Spot radio will be eliminated entirely in fall with money expected to go to spot tv.

**BLOCK DRUG:** Total network tv use planned for Nytol, Greenmint, Py-Co-Pay, but some spot tv considered. No spot radio.

**BLUE BONNET MARGARINE:** Overall radio budgets to increase 25% this fall. 64 markets are on tap. Mins. & traffic 20's.

**BROWN & WILLIAMSON:** Extra push expected on Life brand, in top markets. Account favors prime time mins., some 20's.

**BROWN & WILLIAMSON NEW CIGARETTE:** Now in test stage, may break out with national budget of \$7 million to dent top-sellers.

**BRYLCREEM, SILVIKRIN:** May up tv budget. Schedule to begin 1 Sept. for 13 wks. in 50 markets. Late night mins. sought.

**BURLINGTON SUPPORT HOSE:** Plans to continue its radio campaign in same 45 markets. Merchandising appropriate with account.

**CHESEBROUGH-PONDS:** Tv for Pertussin will concentrate in 100 markets beginning in Sept. Spot will be mostly daytime mins.

**CLORETS:** 100 market tv campaign for 4th quarter. Oct.-Dec. 13 wks. & starting Jan. for 20 wks. Fringe minutes.

**COLDENE:** Normal tv spot budgets are calculated for the top 40 markets starting 1 Oct. with indefinite lengths. Fringe mins.

**COLGATE'S CHOICE:** New product will start 115-minute tv campaign spending \$1-\$2 million for next 6 mos. on mins. all times of day.

**COLGATE DENTAL CREAM:** Stepped-up spot tv budget expected for 4th quarter 1962 via heavied schedules and market increases.

**COLGATE'S FAB:** 10% radio increase in Negro markets expected. Also 15% budget boost in tv using 50-60 markets, mins. & 10s.

**CONTINENTAL BAKING:** Return to spot tv expected in early 1962 using same areas & weight as 1st quarter 1960. Web is same.

**CORN PRODUCTS' NEW STARCH SPRAY:** 13-wk. tv test in 3-4 Midwestern markets Dec. using day & night mins. & 20's for women.

**DOMINO SUGAR:** Fall tv campaign starting 1 Oct. for 10 wks. Late eve. and mid-noon mins, 20's & 10's. No budget increase.

**DUFFY MOTT:** Concentration is on spot tv with radio on supplemental basis. Markets designated will run 13 wks. or more.

**ESSO:** Already in 49 tv markets, considering extension to new Hummer areas. Account would use news shows, 52 wks.

**FALSTAFF BEER:** Starting Sept. for 26 wks. prime mins. & 20's in same 41 markets as 1960, plus some Gunsmoke reruns.

Fourth quarter 1961 spot radio and tv expenditures and market usage will increase over 1960, or at least remain the same, with most of the nation's broadcast advertisers, according to a summary of the upcoming air media plans of more than

225 national and regional broadcast advertisers, published by the Bolling Co. as an aid to its represented stations.

The report also indicates that there is little or no interest in the use of the extended tv station break by

either small, medium, or large advertisers in the nation's largest markets.

In the report, which covers all cities in which Bolling now has offices, the market and dollar strategy of advertisers is covered. The cities

## Radio and tv campaigns of 72 top New York broadcast clients

**RD MOTORS:** Fall radio campaign starts in Oct. using mins. in same number of markets as '60. May change with new model.

**N. MILLS CEREALS:** Converting network 30-min. strip to spot on Sept., with 15-min. kiddie strip in 50 markets.

**LETTIE:** Radio campaign aimed at teen audience. Budget & market increase expected in 1962. Spot continuing through '61.

**GOLDEN PRESS CHILDREN'S BOOKS:** A 25% budget hike will increase markets and heavy-up schedules in present markets. 4-wk. flights.

**LOVE LABS.' DEFENCIN:** Now being tested in Columbus, O., will swing to full tv schedule next year using evening mins., 20's.

**OLDFASHIONED GAS:** Pulled out of spot radio for fall and has picked up web radio & spot tv schedules. Some spot radio will be bought.

**ANA:** 2-wk. tv campaign to kick-off in early fall on West coast. Early & late evening mins. are only spot types used.

**EVER'S BREEZE:** 80 tv markets already selected for Oct. start 6-10 p.m. Day & early fringe mins. dominate. Some 20's.

**EVER'S MRS. BUTTERWORTH'S SYRUP:** To maintain same 75 tv markets in 1960. Test in Indianapolis, Terre Haute in fall.

**LUCKY STRIKE:** BBDO has recommended spot radio & tv campaigns start in fall. Radio budgets expected to equal 1960.

**ALTEX CEREAL:** About 75 regional radio markets planned for fall. Mins. flights of various lengths scheduled to start in Sept.

**AXWELL HOUSE:** Same number of spot tv markets expected. Slight budget increases may start in Sept. allowing for longer runs.

**MAYPO CEREAL:** Tv market increases up to 80 planned. Campaign will be in 2 flights for 14 wks., Oct.-Dec. & Jan.-Feb.

**MAZOLA SHORTENING:** To debut Nov.-Dec. in 3-4 tv & radio test markets for 13 wks. using mins. & 20's reaching women.

**MENNEN:** Additional budgets for spot radio for pre-Christmas push. Market list should hit about 75 areas, more added later.

**MENNEN CITATION, SKIN BRACER:** Schedule of 50 spot tv markets for 10-13 wk. drive of mins. adjacent to sports & men's shows.

**MINUTE MAID:** Fall tv campaign planned for 13 wks. starting Sept. with day and night mins. & 20's, night web spot carriers.

**NABISCO:** Budget hikes mean more money in concentrated 30 market tv campaigns scheduled for 1 Jan. through mid-year.

**NESCAFE:** New all-min. radio campaign starts Sept. Tv starts in Sept. using fringe & early eve. mins. in top 35 markets.

**NESTEA, DECAF:** Markets probably top 35. Decaf should use mainly fringe 20's and mins. next. Nestea is reversed.

**NIAGARA STARCH:** Additional budget for expanded markets starting mid-Aug. 1960. Day and fringe mins. & 20's are scheduled.

**NORELCO SHAVERS:** A pre-Christmas campaign is being set with dealer tie-ins for 4 wks. Total number of markets should top 100.

**PALL MALL:** Radio flights will begin in Oct. for two wks. in over 100 markets. Also 52-wk. schedules in 26 special markets.

**PALMOLIVE SOAP:** Tv markets remain under 40. Budget also same. Prime or fringe mins. preferred. Extended breaks being eyed.

include Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Kansas City, Los Angeles, Memphis, Minneapolis, New York, Philadelphia, San Francisco, St. Louis. The survey was compiled by Bolling salesmen interviewing the major accounts in each city.

Capsule campaigns (see accom-

panying chart) of the major spot clients in cities other than New York will appear in SPONSOR 21 August.

General highlights of the findings include beginning and end dates of campaigns, number of markets, types of spots, dollar expenditure, new products, test markets, etc.

In the area of dollars, Bolling re-

veals 108 clients plan to up their advertising revenue over fall 1960 while just 17 expect to cut back. That leaves about 90 advertisers continuing at the 1960 level. In the area of market lists, 93 plan an increase, a decrease, and 102 plan to continue with last year's market list.

(Please turn to page 52)

## More top New York tv and radio spot campaigns in a nutshell

**PARSON'S AMMONIA:** Fall plans include use of 40 scattered radio markets. Budgets will equal 1960. Schedules will kick-off September 4.

**P&G's CAKES:** Due back in fall with same 130 markets as 1960. All fringe mins. expected. Account trying extended breaks.

**P&G's CHEER:** Spot tv accounts expected to continue through 1961 in southern markets. No new areas expected to be opened.

**P&G's OUZ:** Back in 112 scattered tv markets in fall. Fringe mins. used but trying 30- & 40-sec. copy.

**P&G's GLEEM:** Roughly same tv pattern expected as last year for this fall in 73 markets. Fringe mins. & prime 20's sought.

**P&G NEW PROOUCT:** Similar to Dash, it's testing in Colorado Springs & Rapid City on tv. Day & night fringe mins. sought.

**P&G's Oxydol:** Present 52-wk. schedules to be upped later in year with possibly more markets. Want fringe evening mins.

**P&G's SPIC 'N' SPAN:** Now has 70-market tv push going. Specialized markets, Negro & Mexican, being analyzed.

**P&G's WHITE CLOUD:** Market list up to 16 with 50% budget increase starting Sept. in midwest. Fringe mins. 52 wks.

**RAYCO STORES:** Generally places radio orders on direct, local rate basis. National business depends on rate card structure.

**REYNOLDS TOBACCO:** Budget will remain same on Camels, Winston, Prince Albert in top area coverage stations only.

**SINCLAIR OIL:** Spot radio confirmed to major Sinclair markets through end of 1961 unless new pump stations opened.

**666 COLO REMEDY:** About \$200,000 to be spent in 75 radio markets, mainly Negro. Starting Sept. for 26 wks. using mins.

**SKIPPY PEANUT BUTTER:** Plans 15-min. "Easy Money" radio show 15-20 mths. for Sept. to run 39 wks., 12-3 p.m. block.

**STERLING DRUG:** Fall campaigns will closely parallel those of 1960 in budget & market list. Day & evening fringe mins. used.

**STUDEBAKER LARK:** Schedule completely switched from spot to network tv. Reason: lack of dealer support & better use of money.

**STUDEBAKER NEW CAR:** Oct. kick-off on 165 CBS station lineup. Spots in radio expected to supplement web in selected markets.

**TAREYTON DUAL FILTER:** Radio to supplement tv (60 stations in markets for fall starting Sept.-Dec.) CCA will be ordered.

**TELAR & ZEREX ANTI-FREEZE:** Zerex into spot radio for fall. Telar will go into tv. Zerex \$400,000 budget will increase.

**TEXACO GAS:** Summer radio schedules run to fall. Plans include new ads but to what extent has not been determined.

**TWA:** Heavy spot radio schedule in all major markets where TWA operates. Longer schedules in fall with intro of Convair 880.

**VICK CHEMICAL:** Entering spot radio in fall in 25 major markets. Final plans incomplete but saturation schedules being studied.

**WELCH JUICES:** Some new fall radio schedules planned with tv where coverage is weak & where special problems exist.

**WHEATENA:** Will use the top 25 radio markets for 13-wk. campaign starting about Oct. Budgets, not yet firm, should approach \$200,000.

# Volvo's Fred and Charley characters create word pictures for listeners

Volvo



Volvo



CHRONIC complainer Fred, whose major woe in life is trying to find a good economy car, and cheerful, fix-it-all Charley who doesn't miss a chance to recommend all of Volvo's features, are used in print to reinforce the radio copy. Above, window stickers for dealers' showrooms

## "PICTURE" COPY FOR RADIO

Here are examples by agency radio copywriters of what it takes to put visual impact into radio commercials

To break away from the old-style straight "telling" takes imagination, and a handful of get-up-and-go words

It might have been Confucius who first put into circulation that old saw about one picture being worth a thousand words. Or it might very well have been Dr. Vladimir Zworykin. Or perhaps even Japanese inventor Nipkow.

Not that it really matters at this point. Not, anyway, to radio copywriters who don't exactly cotton to this theory. As a matter of fact, in dozens of radio creative shops, at this very moment, commercial writers are pounding typewriter ribbons to a pale pulp in an effort to revise all that picture talk; and to prove, instead, that it takes but a few hand-

picked words to conjure up a mighty effective picture.

What radio copywriters are turning out in the way of picture-conjuring copy is a far cry from the old-style straight "telling" method generally employed during those before tv days. And, according to these creative people, it's a battle of the wits to keep coming up with the right combo, be it words, sounds or imagination. It's being done, however, in a number of different ways, and for a variety of accounts. Effectively too, from all indications.

Imaginative, picture-evoking radio copy is still in its infancy, so to speak,

and the field is wide open. The need, of course, was sparked by the entry, on the advertising scene, of that master picture-projector, television. And although that medium is some years out of its swaddling clothes, radio copywriters were late in sharpening up its counter-attack weapons.

In an effort to find out exactly what strides have been made in this direction, and just what goes into the making of a picture-creating radio commercial, SPONSOR talked with a number of creative people and learned that there are a variety of ways to turn the trick.

At J. Walter Thompson, New York City, Mort Levin, radio supervisor of the Ford division, and radio supervisor of the Ford Dealers Assn., believes that "nouns are much happier as selling tools than adjectives."

For examples, Levin pin-points these: in pitching Ford's station wagon Country Squire a phrasing such



**RELATE** radio copy to listener's own experience, advises copy chief Alfred P. Berger of Mogul, Williams & Saylor (l). With him is Rayco account group supervisor Bernard Kramer

as "wood-like panelling" is a "simple, effective way to evoke the image desired, its very simplicity superior to any 'rich-like' adjectives dreamed up in an effort to fortify it." And, says Levin, "it not only conjures up an immediate picture of what the station wagon looks like, but it is specific information."

To project an image of the luxurious interior of the automobile, a word like "luxury" was tossed out in favor of "wall-to-wall carpeting." When it comes to giving a good illustration of economy, there's nothing quite so effective as spelling out the figures, says Levin. Instead of going round about in saying Falcon, for instance, is economical in gas mileage, the copy simply stated that "Falcon broke a 25-year gas mileage record during the Mobilgas run—with 32.6 miles per gallon of gas."

Mogul, Williams & Saylor v.p. and copy chief Alfred Paul Berger says the way to convert a passive listener into an active listener is to stir the senses of the listener with words which he can relate to his own experiences.

As an example, Berger uses the

Rayco radio jingle which goes like this:

When it's raining buckets, let it pour  
You're snug and safe and dry with  
your

RAYCO CONVERTIBLE TOP . . .  
When the sun beats down and burns  
like blazes,

Let it burn, 'cause nothing fazes

A RAYCO CONVERTIBLE TOP  
When it's snowing big white blankets  
of snow

You'll be awfully glad you put your  
dough

in a RAYCO CONVERTIBLE TOP .  
By using a phrase as simple as "the sun beats down, and burns like blazes," says Berger you help to activate the listener's imagination to the degree that he can readily, if subconsciously, associate the words a specific mental picture, i.e. with a fiercely hot sun that is damaging his present convertible top.

To point out the progress made by radio copywriters in modern day radio commercials, this is the way a Rayco copy might have been written by a tyro some 20 years ago, according to Berger:

Whether it rains or pours

Or the sun shines down relentlessly  
Even when the snow falls during  
winter's coldest days  
No matter what the weather is  
outside  
You'll feel completely comfortable  
and secure  
In your Rayco convertible top  
that's for sure

McCann-Erickson's v.p. and associate creative director Joseph Stone says it's a matter of appealing to the "optic nerves in the ear." Just as the sound of a train chug-chugging along will immediately bring to mind a picture of a locomotive, other sounds will also capture a picture in the mind's eye of the listener.

They run the gamut, says Stone from the very obvious—a squeaking door, racing cars, whistles, etc.—to the more subtle which might very well go like this: A man's voice saying "Homer, put down that bow and arrow." If it is followed up by another voice saying, "Ouch!" nothing more is needed to paint the scene.

As for words, "there are some which sit flat in bed" says the McCann-Erickson man and "others which create pictures." An example of the picture-creating kind according to Stone, is this bit of wordage which tells for example, how tasty an apple might be: "juice," says the announcer, "just runs down your lips."

Another example of how to make words work for the advertiser is illustrated by Stone in the Buick example: "I'm standing," reads the copy, "on a floor just covered with hundred dollar bills—800 dollar bills to be exact." This is followed up by an explanation that this amount of money can be saved by visiting now, the Buick dealer. "Immediately the listener sees himself in the attractive picture of standing among all those wonderful saved dollar bills," says Stone.

In contrast, here's the same commercial with the sit-flat-in-bed type of words: "Would you like to save 300 dollars on a car purchase" drones the announcer, "you can save that amount if you visit your Buick dealer today." Another example of how

(Please turn to page 67)

# HOW TO BUY TIME IN CHICAGO

CHICAGO  
Timebuyers in Chicago have "more fun than most kids," according to reliable agency observers in this Windy City, a statement born out by the recent cruise of the U. S. Hollingbery with 100 agency media experts aboard.  
The lake cruiser, chartered by the George P.

Hollingbery rep firm, steamed down the tricky Chicago River, and out on the blue expanse of Lake Michigan for a days' outing that featured lunch and other assorted time-buyer goodies.

Shown here are photos snapped exclusively for SPONSOR. For another picture of a pretty Chicago timebuyer see SPONSOR 7 August.



AN MOGER of the Chicago office of George P. Hollingbery obviously spent thoughtful, business-like voyage explaining pre-emptible spots, to timebuyers Barbara Loomis and Marianne Lixie of Dancer-Fitzgerald-Sample, Chicago



INTER-AGENCY understanding displayed by Maureen Daley of Fuller & Smith & Ross and Bruce Curtis of Leo Burnett. Oh to be young and a timebuyer—in Chicago!



CLIPPER George P. Hollingbery of the Chicago-based rep firm deep in a PM debate with Alex Ostfield of Compton and Bob Penninger of Kenyon Eckhardt, as the U.S.S. Hollingbery braves Lake Michigan's stormy waves

TOM Henry, D'Arcy, kept a fatherly eye on Joan Love, also of D'Arcy. In Chicago media circles, lady timebuyers are warned—"Don't trust a rep salesman, he's just after your order."



ED Fitzgerald, Larry Claypool, JWT (front row); Harry Furlong, JWT; Ted Giovan, Compton; Fred Norman, JWT (second row), serious-minded stags in best conservative JWT tradition



# HOW TvQ RATES SYNDICATION

✓ First large study of extent to which viewers like individual syndicated shows is part of July HTI report: TvQ scores on 37 shows provide data on audience type

Here are TvQ "liking" scores\* of 37 syndicated series from

Program	Total	Adults		W	Education			A
		Total	M		Grade	H.S.	Coll.	
1. ASSIGNMENT UNDERWATER	25	16	21	12	39	19	7	30
2. BLUE ANGELS	27	16	17	14	36	22	11	26
3. BROKEN ARROW	25	17	18	17	35	21	7	27
4. BROTHERS BRANNAGAN	19	11	12	10	23	18	6	18
5. CALIFORNIANS	13	10	11	10	18	12	4	11
6. DANGER IS MY BUSINESS	13	9	9	9	17	12	10	14
7. DANGEROUS ROBIN	17	15	17	14	22	15	10	14
8. DEATH VALLEY DAYS	27	24	26	24	31	25	17	23
9. DECOY	16	13	11	15	19	17	8	9
10. GRAND JURY	15	16	18	14	20	14	6	14
11. HIGHWAY PATROL	20	16	20	14	28	18	8	17
12. HUCKLEBERRY HOUND	32	18	19	17	47	22	17	38
13. I LED THREE LIVES	17	16	18	15	15	19	13	17
14. INVISIBLE MAN	24	12	15	9	34	19	11	28
15. JIM BACKUS SHOW	13	10	13	9	18	11	9	10
16. LOCK UP	19	16	16	15	24	16	12	21
17. MIKE HAMMER	18	16	19	13	22	17	12	17
18. MR. ED	38	25	27	24	54	26	16	37
19. MY LITTLE MARGIE	18	9	7	10	31	11	3	20
20. NAVY LOG	24	19	23	14	29	24	9	23
21. PHIL SILVERS SHOW	15	11	14	8	17	13	14	17
22. QUICK DRAW MCGRAW	27	13	14	12	40	16	13	30
23. RAMAR OF THE JUNGLE	15	8	7	8	30	7	4	12
24. RESCUE 8	27	15	17	14	38	22	6	24
25. RCMP	22	19	22	16	27	19	15	19
26. SEA HUNT	28	19	22	16	39	23	11	29
27. SHOTGUN SLADE	19	12	15	10	28	15	7	21
28. SILENT SERVICE	24	18	22	13	28	26	6	24
29. SUPERMAN	18	6	8	3	29	8	1	17
30. TALLAHASSEE 7000	15	10	9	10	17	16	0	16
31. THIRD MAN	17	13	15	13	24	16	9	18
32. THIS MAN DAWSON	17	14	15	14	19	18	8	20
33. TIGHTROPE	25	21	26	16	29	23	19	26
34. TOMBSTONE TERRITORY	21	17	23	12	29	18	7	16
35. UNION PACIFIC	15	11	12	10	23	12	2	13
36. VICTORY AT SEA	30	28	36	20	31	30	29	32
37. YOGI BEAR	35	21	24	18	49	25	21	41

\*"Liking" score (TvQ): percentage of viewers who call show a favorite among those who report familiarity with it. (Example: if among 100 who have seen Show "X," 25 call it a favorite, TvQ is 25.)

\*\*Market size: A, over 2,000,000; B, 500,000 to 2,000,000; C, 50,000-500,000; D, Urban but under 50,000, and E, rural.

One of syndication's perennial difficulties has been the absence of detailed research into audiences. But a recent contribution to syndication research may add a new tool to brighten up the situation. The Home Testing Institute has

been measuring how well audiences like syndicated shows. Syndicated shows earn TvQ scores—the percentage, among viewers who see a show, who regard it as a favorite. The TvQ measures “liking,” not audience size. The HTI July report, the basis for

the chart below, a SPONSOR exclusive, contains the most extensive study the company had ever done of syndicated shows. Its questionnaire for July—which included a great amount of non-syndication material besides—looked into 37 syndicated shows.

## atest study by HTI using sample of 2,096 U. S. tv viewers

C	D	E	Occupation†				Income‡			
			1	2	3	4	0-5	5-8	8+	
20	26	21	17	28	39	20	28	22	24	1.
26	23	28	22	27	34	22	28	25	25	2.
22	23	28	18	27	33	21	28	24	16	3.
20	17	26	13	22	15	23	23	14	13	4.
10	15	16	10	14	18	10	16	8	12	5.
11	19	12	15	12	15	22	14	12	13	6.
14	17	24	7	18	24	22	20	11	20	7.
18	30	35	18	28	28	32	29	24	24	8.
21	20	20	9	16	17	26	18	11	20	9.
21	18	16	10	16	19	17	16	13	17	10.
19	26	26	13	21	23	23	24	17	14	11.
35	36	22	32	32	41	25	34	28	31	12.
13	21	21	15	17	17	21	20	14	15	13.
20	26	27	14	28	26	26	31	15	16	14.
15	9	18	11	14	13	20	14	15	10	15.
18	16	22	9	23	16	16	22	14	16	16.
19	15	24	18	17	22	17	17	17	21	17.
39	38	43	29	38	51	38	42	31	35	18.
12	20	23	13	18	27	17	22	15	10	19.
24	21	23	19	26	23	22	24	23	24	20.
14	14	12	12	16	22	9	15	15	11	21.
28	31	22	25	26	40	20	31	22	20	22.
16	19	19	15	12	23	23	20	9	16	23.
30	37	24	21	27	37	21	30	23	22	24.
22	21	28	21	22	19	27	23	25	14	25.
30	29	23	27	28	31	21	29	28	22	26.
19	16	23	13	20	27	19	24	14	15	27.
23	30	21	19	26	25	23	25	22	24	28.
22	17	19	15	17	24	16	20	15	12	29.
10	17	19	9	19	20	....	14	18	11	30.
20	20	21	9	20	19	21	19	16	13	31.
14	14	22	8	21	21	15	22	11	13	32.
15	27	32	20	26	35	22	26	22	28	33.
22	22	25	15	21	31	20	26	17	11	34.
12	20	10	14	17	13	10	17	14	9	35.
30	26	25	32	29	36	30	28	30	36	36.
39	37	23	37	35	43	26	37	32	36	37.

tion (head of household): 1, professional, technical, managers; 2, clerical, sales, skilled operatives; 3, domestic, service worker, laborer, and  
rs and farm laborers.

Figures in thousands of dollars, annual family income.

The list, far from complete, represents but a first step in this type of syndication research. HTI, which has had commissions to study syndicated programs, included these shows in the list, and added others which were obtained from "top ten" rating charts in trade papers.

Sample for the study was 2,096 people. The TvQ scores were broken down by age, sex, education, market size, occupation, family size, annual income, and geographic region. The chart here contains six of these breakdowns, plus the total TvQ score.

There is a total audience score for the response of the entire sample. Three other scores indicate adults (18 or over), adult men, and adult women. The education column separates grade school, high school, and college response.

Markets are divided into five sizes: over 2 million, 500,000 to 2 million, 50,000 to 500,000, urban but under 50,000, and rural.

Four scores appear for occupations of head of households: professional-technical-managerial; clerical-sales-skilled operations; domestic-service worker-laborer and farmers and farm foremen.

Annual family income scores are divided three ways: under \$5,000, up to \$8,000, and above \$8,000.

HTI's July report also contained other measurements (not given in chart) on age groups, family size, and geographical region.

The 37 shows studied do not reflect a complete sampling of syndication today, nor is the selection necessarily totally representative. Included are 15 first-runs, eight syndication reruns, nine off-network runs, and five national spot series.

Only ten distributors were represented by one or more shows: CBS Films, Flamingo, ITC, MCA, McCam-Erickson, NBC Films, NTA, Official, Screen Gems, and Ziv-UA. A side-effect of the method of selecting show titles is that other distributors (who had not ordered TvQ studies for their product or who were out of "top ten" charts when they were utilized) are omitted from the study.

The TvQ score—it must be emphasized—does not measure the reach or popularity of a show.

# RADIO DRAMATIZES

➤ **Breinig Bros., N. J. manufacturer of multi-color spatter paint, has upped its spot radio budget for fall**

➤ **Increase is the result of a two-station radio test in N.Y. last spring which brought widespread write-in response**

**T**here are many ways to sell a can of paint. Up to now, however, one of the rarest methods has been strictly via radio.

This fall, however, Breinig Bros., a Hoboken, N. J. manufacturer of multicolor spatter paint, will up its advertising budget considerably, for a spot radio campaign in New York, Detroit, Chicago, Cincinnati, and Pittsburgh.

The fall venture is an outgrowth of a spring radio test in one market—New York. Breinig's radio budget will be increased by about four times what was spent on the New York campaign. The buying will be done in four week flights using talk shows mainly.

In the spring 1961 campaign, which also ran four weeks, Breinig got its message of color and demonstration across by just using radio—and has had "excellent response" to the initial campaign.

The product, Vari-Krom, which

Breinig sells through radio is spatter paint applied in two steps. First a background color is applied. Then the spatter design is sprayed using an attachment to the home vacuum cleaner. Breinig supplies the attachment.

How did Breinig happen upon radio for paints in preference to the visual media?

During the past five years, newspapers, national shelter magazines and spot tv had been used to introduce and acquaint the public with Vari-Krom, explained David Strauss, vice president, Zlowe Co., N.Y., Breinig's agency.

After the introduction, however, the line settled down as a staple. It is sold in 5,500 paint stores throughout the U.S. A major problem developed: dealers were just letting the product sit on the shelves.

Breinig's budget has never been higher than \$150,000, said Strauss. At the outset of the radio campaign



**ZLOWE CO.** vice president David Strauss III was key adman behind Breinig's radio drive



**NEW BREINIG** buys in 6 major markets are job of Zlowe assoc. media dir. Herb Werman

# MULTI-TINT PAINT PRODUCT



**AMONG THE PERSONALITIES** who sold Breinig spatter paint via the airwaves last spring were WOR, New York, stars, The Fitzgeralds, demonstrating the multi-color spray-on technique in their studio. They will be back for Breinig in the fall, when talk shows will be used

this year, it was lower than this figure, primarily because the product had tapered off in sales.

There were great problems in selecting the proper media. For one thing, although Vari-Krom is a paint product, and demonstration is essential, color was the most important concept and it just wasn't coming across in print or on tv.

National magazines seemed to afford too much waste circulation because there are pockets in Breinig's distribution. And then there was the problem of budget.

When the agency suggested radio, it met with responses such as: "How the heck are you gonna sell multi-color spatter paint on radio?"

The agency, however, was adamant about it, remembering that real radio had always pulled very

well for them on conventional paints, Strauss explained.

It was decided to test radio in the spring in New York, with the use of different types of programming.

With about \$9,000 Zlowe's associate media director, Herb Werman, bought four-week spot schedules on WOR and WNEW.

Live commercials were decided upon.

It was the agency's first idea to find out where the station personalities lived and send them samples of the product, but this idea was shortly ruled out.

Demonstrations in the studio seemed more like the answer in acquainting the personalities with the product.

The demonstrations were done a few days before the April 10 sched-

ule began. In the case of WNEW early-morning personalities Klaven & Finch, the agency got "more than we bargained for." Before the schedule began, K&F had the demonstration going in their studio while they were on the air, and they kept referring to it throughout the show.

"By letting the personalities get to know the product, we felt they could project themselves into it, when delivering the commercials," said Strauss.

The WOR shows used included *Dorothy & Dick*, *The Fitzgeralds*, *John Gambling*, *Martha Dean*. On WNEW spots were scattered in a station plan including *Klaven & Finch* in early morning, and *Jack Lazar* in the *Milkman's Matinee*. Disk jockeys *Pete Meyers* and *Wil-*  
(Please turn to page 53)

# We're selling disregard factors today

A funny thing happened to LVN<sup>1</sup> on the way to the studio the other day. He had a daymare. "What would happen," a dream figure asked him, "if an advertiser purchased an infinite number of announcements on Station B in Eastern Iowa?"

*"Money would be coming out of the holes in his head."* LVN answered, *"and he'd spend an infinite sum."*

"And for Station C?"

*"Ditto."*

\*\*\*

This fascinating hard-sell hallucination is brought to you by Station A to dramatize a Fact: No matter how many announcements an advertiser purchases on Station B or Station C, he disregards a substantial part of the Eastern Iowa market.

This gives rise to the *LVN Theory of Improbability, or Disregard Station A in Eastern Iowa at Your Peril*, not to be confused with an old movie serial.

Taking Station A's tv home potential as 100%, Station B's home pot. is 79%; Station C's, 84%. On an average daily daytime basis, on Station B alone an advertiser disregards 54% of the market; on Station C, 55%. On an average daily nighttime<sup>2</sup> basis, an advertiser on Station B disregards 50% of the market; on Station C, 26% of the market.

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<sup>1</sup>Graffiti appearing at end of memos beginning "To All WMT Sales."

<sup>2</sup>Not to be confused with a nightly daytime basis.

Station A's home potential, in non-disregard numbers you can get your teeth and products into: 314,700.

These data are based on the ARB for Cedar Rapids—Waterloo, March, 1961.

Station A • Cedar Rapids—Waterloo  
CBS TV for Eastern Iowa  
Represented by the Katz Agency  
Affiliated with Station A Radio;  
K-WMT, Fort Dodge; WEBC, Duluth



Issued every 6 months

## 1ST HALF, VOLUME 15

JANUARY THROUGH JUNE, 1961

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*“People,” a practical  
man about Madison  
Avenue once remarked,  
“watch TV programs,  
not organizations.”*

We have no basic quarrel with the quotation, but before it gets into Bartlett we'd like to make a point or two:

Corinthian, an organization of stations in several markets, believes that its group set-up provides impetus for the kind of local programming that ties communities to stations. Indeed, people watch programs. Well-advised sponsors watch ownership.

*Responsibility in Broadcasting*

**THE CORINTHIAN**



-  **KOTV**  
TULSA
-  **KHOU-TV**  
HOUSTON
-  **KXTV**  
SACRAMENTO
-  **WANE-TV**  
FORT WAYNE
-  **WISH-TV**  
INDIANAPOLIS
- WANE-AM**  
FORT WAYNE
- WISH-AM**  
INDIANAPOLIS

Presented by H-R

**STATIONS**

Taken as a group, we were more intelligent, better educated, and a lot more interesting than the average of agency personnel these days. (If you don't believe this, consider recent 4A pronouncements that the agency business "no longer attracts top college graduates.")

At my first agency job, at the old Blackman Company, required reading for all executives (including cub copy-writers) was a book by Abbe Ernest Dimmet, *The Art of Thinking*.

I picked it up and re-read it the other night. It is a magnificent and profound explanation of the creative process. But what startled me was to realize that the *Art of Thinking* could not possibly be appreciated by 50% of the executives in a modern agency. They're intellectually incapable of understanding it.

O.K. so they're bright-eyed, bushy-tailed "specialists." But specialists in what? Uncertified public accounting?

### Our babes grow dull

I can't help but snicker over all the talk about the "scientific tools" which have come into advertising since World War II—the research, the slide rules, the media calculations, the marketing maneuvering.

Actually, we flamboyant golden boys of a bygone era, had more of these "scientific tools" than today's diaper generation seems to realize.

But even admitting that advertising has gained a bushel of solemn statistics, do you realize what the agency business has *lost* over the same period?

It has lost the tremendous excitement and stimulation which came from agency involvement in radio programing, and more briefly in tv programing.

It has lost the pressures which made it absolutely essential for an agency man to be a well-rounded individual—with a working knowledge of a dozen different industries, and some acquaintance with art, music, drama, literature, and the social sciences.

It has lost the challenge of having to promote, not bright, improved new products, but old, tired, established ones. (You kids have it so easy!)

It has lost its position as America's No. 1 glamor business—there are 20 more interesting, more exciting occupations today.

But most sadly, it has lost its youthful confidence and enthusiasm. The poet Vachel Lindsay well described what has happened to advertising in his moving poem, the *Leaden-Eyed*—

*"Let not young souls be smothered out before  
They do quaint deeds and fully flaunt their pride.  
It is the world's one crime its babes grow dull,  
Its poor are ox-like, limp, and leaden-eyed.  
Not that they starve, but starve so dreamlessly;  
Not that they sow, but that they seldom reap;  
Not that they serve, but have no gods to serve;  
Not that they die, but that they die like sheep."*

Don't you sneer at us, you dull, limp, leaden-eyed babes of modern advertising!

We never had your ox-like pre-occupation with science and statistics. But we didn't starve as dreamlessly as you are doing now!

# SPONSOR ASKS:

## WHAT SHOULD A STATION LOOK FOR TODAY IN SELECTING A REP? (PART

Those replying to this weeks question are:

- **Lyell Bremser**, KFAB, Omaha
- **Hugh K. Boice, Jr.**, WEMP, Milwaukee
- **John E. Metts**, WICC & WICC-TV, Bridgeport
- **Duncan Mounsey**, WPTR, Albany
- **Arthur W. Carlson**, Susquehanna Broadcast Co., Albany

**Lyell Bremser**, v.p. & general manager, KFAB, Omaha

Prime considerations in selecting a representative should be attitude, compatibility, reputation, size of list, makeup of list, sales policies, services and contribution to industry advancement.

To briefly amplify some of these points, let me first mention compatibility. Station and rep must operate on the same ethical and emotional planes. The rep must truly reflect your own standards of quality or you won't get along.

The list tells a great deal about a rep. It is inconceivable that a station can gain maximum effectiveness from a sales force that must sell a rate-cutting, razz-ma-tazz station in one breath and a full-service, quality



*Beware of those who reveal station billings; they'll reveal yours someday*

station in the next. The rep with too mixed a list is least likely to regard radio as more than his present way of making a living.

Length of list is important because too long a roster destroys station-rep intimacy. Similarly, with the tremendous number of people a buyer must see to accomplish a spot buy, the short list is a hazard. The rep who can deliver enough good stations and markets to a buyer is a more use-

ful caller than the man who will be holding urgent brief for just a few stations.

Explore his sales policies. If his idea of selling is to bargain off-card, he's one of radio's problems and you don't want any more problems.

Services tell a lot about a rep. Promotion, research, sales development and advertising are essentials. It's easy to examine this aspect, for a good rep will be happy to show you what he does in preparation of sales pitches, new business presentations, research analysis, program information, basic data sheets, conversation pieces, sales bulletins, market data, etc. He will have virtually tons of this for all stations and it will be current, unexaggerated and attractive.

If you are talking with prospective reps, beware of those who reveal their station billings. They will reveal yours someday.

The best way to check on a rep, is to talk to the stations he has on the list. Ask about their long range experience with him, not just last months billing or "what have they done for you lately?"

Spend time with the prospective rep. A good shop will be glad to have you in the offices to see him work. Talk to all of his men you can. They will reveal more about their company than you'd imagine.

Finally, ask him to give you his outlook for the industry in general and his company in particular for the next five years. Ask him the same thing about your market. If he has reasonably prompt and organized answers for these questions, he is used to thinking ahead and that's just what this business needs.

**Hugh K. Boice, Jr.**, v.p. & general manager, WEMP, Milwaukee

Recently we determined to select a new representative.

Our first step involved an analysis of those firms whose past and present performance we admired and who were available to us. Without

exception we were well acquainted with executive personnel in all the companies. We then subjected the organizations to the following critical scrutiny:

1) We listed side by side the stations, power, frequency, position



*We look for rep with an exceptional research and promotion department*

in market (ratings) and their current program policies. We also put emphasis on the size and number markets already represented and their compatibility to our markets.

2) We wanted and needed exceptional research and promotion department. These services and personnel were paramount in our evaluation.

3) We looked for an organization having a happy balance of seasoned and youthful personnel with varied experience at the station as well as advertising agency level.

4) We were searching for a company with enlightened and progressive thinking towards their own business and the represented stations.

5) Finally, we wanted an organization whose owners we liked and admired but who were still "hungry" (when aren't we!) and who recognized, in a service organization, the need for an overall incentive plan such as bonuses, profit sharing, etcetera.

In our final decision, we're confident that we found a representative who fills these requirements.

**John E. Metts**, v.p., WICC, WICC-TV Bridgeport, Conn.

In a word, I think stations should look for a representative that has—or can readily get—in-depth knowledge and understanding of all facets of a station operation, and not merely

mechanical grasp of time selling fundamentals.

The representative should be able, after a brief introductory period, to understand the interaction of forces and personalities that make a radio station what it is. The effectiveness of a station as a medium and a sales force is dependent upon a myriad of considerations. There are the obvious ones such as dial position, power and programming, but important factors include promotion, advertising, and such intangibles as prestige, believability, and even the attitude of air personalities and key employees.

The representative should be able to recognize these forces, and gain a full conception of the station. Then he will be able to extract useful selling facts which are not immediately apparent to anyone (and possibly never perceived by the type of representative he should not select). He should be able to make agencies and accounts aware of the image of individual stations, and not only the obvious fast facts.

Also the knowledgeable rep will see ways and means of improving the station's image, which is after all a composite of the intangible factors just mentioned.

This then is the second great criterion of rep selection: it should be willing and able to contribute ideas to station management on improving its image and possibly its concept of broadcasting.

Naturally, it is important for a representative to supply those con-



*Rep should have thorough understanding of all facets of station operation*

ommitant services that are looming more and more important to a station as competition increases.

**Research:** The research department of a representative worthy of consideration should anticipate important trends and alert station management to take advantage of possible benefits to avoid latent pitfalls.

**Sales Promotion:** This representative department should be geared to work closely with the station's pro-

(Please turn to page 70)

**WDOK 1260 AM  
102.1 FM**

## CLEVELAND'S NO. 1 INFLUENCE

WDOK, 1515 Euclid Ave., Cleveland 15, Ohio

MAin 1-2890 • TWX: CV 158

Fred Wolf—President & General Manager

National Rep.: H-R Representatives, Inc.

PLaza 9-6800

# WTOK-TV

**MERIDIAN,  
MISSISSIPPI**



**NOW DELIVERS A  
BONUS MARKET**

**AT NO**

**ADDITIONAL COST**

\***MISSALAND** — the thirty-six counties in Mississippi and Alabama covered by WТОK-TV now offer advertisers a big new market as an "extra" bonus. The huge McCain Naval Air Station at Meridian has added the following to an already booming area:

- 2,500 New Military and Civilian Personnel
- \$12,000,000 New Annual Payroll



*National and regional b  
in work now or recently comple*

## SPOT BUYS

### TV BUYS

**Parker Pen**, Janesville, Wisc., will begin a spot campaign 21 August. This is going to be a four week flight in over 60 markets. It will use three stations per market aiming for male and female adults and teen-agers, and is scheduled for Monday through Saturday with daytime minutes. This campaign is a part of Parker's back-to-school promotion. Agency: Burnett, Chicago. Buyer: Sam Wilson.

**Burlington Mills**, New York, will start a campaign about the middle of September for its support stockings. This will go into 20 to 30 markets and will use daytime minutes. Agency: Donahue & Co., New York. Buyer: Harry Durando.

**Grove Laboratories**, St. Louis, will begin a promotion for 4-W Cold Tablets in 70 to 80 markets. This campaign will also use daytime minutes and will have its start in September and continue in February or March. Agency: Donahue & Coe, New York. Buyer: Beth Blank.

**Bumble Bee Tuna**, New York, will open a campaign on the East Coast and West Coast which will cover some 30 markets. Client will use day and night minutes and chain-breaks for an undetermined run beginning 21 August. Agency: Manoff, New York. Buyer: L. Ziegel.

### RADIO BUYS

**Colgate-Palmolive**, New York, will open a campaign for Colgate dental cream with a seven week flight beginning 21 August. They will use prime night minutes and chain-breaks. There will be spots in 10-50 markets in the picture. Agency: Bates, New York. Buyer: Eileen Greer.

**American Home Products**, New York, will promote Whitehall Lab's Anacin in 40-50 markets. This will begin 4 September and is reported to run 52 weeks. The time segments will be nighttime minutes. Agency: Bates, New York. Buyer: John Flynn.

**American Chicle**, New York, is about to promote Rolaid, Dentin and Certs in a campaign beginning in September. This will go into the top 40 markets and will use fringe minutes. Agency: Bates, New York. Buyer: Paul Reardon.

**Liggett & Myers**, New York, will run a campaign for Chesterfield. The starting date on this one is 10 September and it's to continue through the end of the year. This will use nighttime minutes, chain-breaks, and I.D.'s and includes a list of scattered markets. Agency: JWT, New York. Buyer: Frank Marshall.

**Cities Service**, New York, is going into an eight week flight promotion. This includes 20-30 of the major markets and will use evening minutes and chain-breaks. Agency: L & N, New York. Buyer: Marion Jones.

**a straight line is the shortest distance**

**straightest line between buyer and seller**

**1961 TV BASICS**

ad forms close 24 August

(Continued from page 29)

tion has to be attracted, their interest must be intrigued. A multitude of indifferent, busy or slow newspaper readers simply skip over printed gasoline ads.

Television, however, gets gasoline sales messages to the attention of all occupational, age and income groups via friendly intrusiveness, into nearly 90% of all American homes, according to Cunningham.

A SPONSOR probing of Texaco's plans in the face of the mounting competition from other upcoming national marketers reveals that it will continue to be oil's biggest spender in the video medium. Neither Texaco nor its new agency, Benton & Bowles has publicly indicated what the nature of the advertising campaign will be but it is certain that Texaco will sponsor the Metropolitan Opera broadcasts, (provided the Musicians' Union issue is settled) as it has for the past 21 years and continue its co-sponsorship of the NBC *Huntley-Brinkley Report*. It will also use some 18,000 radio spots from coast to coast to help promote its products. Texaco in 1960 placed all but 16% of its consumer advertising budget in television.

Said an agency executive who will steer the new advertising campaign for Texaco: "What's causing all the commotion in the industry? First, there's an oversupply of gasoline. That's really the nub of it. Then there's the revolution of the compact car. Those small cars don't chew up as much gas. Then there was the octane race."

Who will profit from the emergence of the regional into the national marketing picture? An ad agency

exec with years of experience in handling oil industry accounts, said without hesitation: "Television, which combines so many forms of selling, will be the one to profit from the marketing revolution we are about to witness. Also, there'll be a marked increase in the use of radio and billboards to capture the motorist while he's on the road. Of course, there will be newspaper advertising, but it will be secondary for us."

Close on Texaco's heels as a national petroleum marketer, is the American Oil Company which recently launched an all-media campaign to inform the motorist, from coast to coast, about the "Big Step" that brought together three regional oil outfits—American, Standard Oil Company (Indiana) and Utah Oil Refining Company—into a single, nationwide operation. (See next week's SPONSOR for detailed story of American Oil's national marketing picture.)

Petroleum marketers have been called many dubious names and their methods of merchandising have been described as nothing short of medieval. Said a spokesman for Mobil Oil, which also underwent a vast corporate shakeup recently: "We've had different approaches in the past. From here on, we'll be more research-oriented."

Shell's new marketing vice president, Purdom C. Thomas, speaking of Shell's blanket coverage in newspapers this year, said the account was not thinking of any media change as of now. "But I can't say what the policy will be three or six months hence," Thomas said. Remarked C. F. Martineau, Shell's advertising manager: "Newspapers have done a damn fine job for us, so far. *But we know*

*other media are good, too, and no doubt someday we will use them.*

It is evident from these and other remarks made by Shell representatives that television will in the future be treated with greater esteem than it was in the past few months. Shell recently agreed to renew sponsorship of four New York Philharmonic Young People's Concerts with Leonard Bernstein on CBS, starting in January. This purchase was made by Kenyon & Eckhardt, which handles Shell's institutional advertising. Shell also signed recently for CBS TV's "The Wonderful World of Golf," consisting of 11 one-hour golf programs stemming from the famous golf links of the world. In this instance, the purchase was engineered by Ogilvy, Benson & Mather. All told, CBS TV will be giving Shell some 100 hours of network programming starting in '62. Shell also bought radio spots to beef up its newspaper campaign.

Other oil sponsors on CBS TV this year include Standard Oil of New Jersey, Standard Oil of Ohio, Sinclair Oil, Shell Oil and Wynn Oil. NBC TV's oil sponsors this year include Texaco with the *Huntley-Brinkley Report*, Gulf with its successful sponsorship of the Instant Specials and the upcoming *Frank McGee's Here and Now*, which preems Sept. 29. ABC TV's oil sponsors this year include Wynn Oil, Sun Oil (*ABC News Final*), Humble Oil (*World of Sports*), Sinclair Refining (*Lawrence Welk*) and Phillips. Humble Oil and American Oil will sponsor sports programs.

Last year, and for the second consecutive year, tv billings by gasoline and lubricant advertisers topped expenditures in all other media, according to TvB.

The top 10 gasoline and lubricant companies in tv in 1960 were: Texaco, Standard Oil (NJ), Shell Oil, Mobil Oil, Standard Oil (Ind.), Atlantic Refining, Phillips Petroleum, Sun Oil, Gulf Oil, Standard Oil (Calif.).

In a frenzied effort to boost volume among the dealers of America, most marketers have and will continue to engage in premium campaigns. Agency execs predict an even greater rash of such promotional endeavors in the near future, particularly as business gets more and more competitive. Individuals concerned with this aspect of the business sa

## "SING ALONG WITH MITCH" IS ON COLOR TV AGAIN

Maestro Mitch Miller returns his smash musical hit to color again this season. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900



## **QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND**

QUALITY IN SEAMANSHIP IS EXEMPLIFIED BY THE TRAINING RECEIVED BY CADETS OF THE UNITED STATES COAST GUARD ACADEMY, NEW LONDON, ON SUMMER CRUISE ABOARD THE USCG EAGLE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC-TV AND WTIC RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

**WTIC-TV 3** CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

**WTIC 50,000 watts** NBC Affiliate

REPRESENTED BY THE HENRY I. CRISTAL COMPANY

# WHLI

"THE VOICE OF LONG ISLAND"

*known  
by the  
companies  
we keep!*

## GAS STATION SALES\*

**\$189,548,000**

SOME "BLUE CHIP"  
ADVERTISERS  
USING WHLI  
TO REACH BIG, RICH  
LONG ISLAND MARKET

*Amoco  
Cities Service  
Esso  
Gulf Oil  
Sun Oil  
Texaco*

5TH IN GAS STATION  
SALES IN THE  
UNITED STATES

\*Nassau-Suffolk, (Sales Management 1961)

Over 400 top advertisers  
chose WHLI in 1960-1961.  
Will you be on the  
"preferred" list in 1961-1962?

→ 10,000 WATTS

**WHLI**

AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.

*the voice of  
long island*

Represented by Gil Perna

the premiums have been used—and *abused* as a traffic builder. However, many premium offers have been paying off.

Brickbats have been hurled at the petroleum industry for not stimulating greater travel among motorists. The charge is that gasoline leaders have failed to increase the over-all consumption of their product.

A combined effort to boost travel by car is being undertaken by various groups. True, Texaco and Esso and several others distribute maps, itineraries, routes, but complainants feel this isn't sufficient to get the petroleum industry out of its present difficulties. To promote greater gasoline mileage, TvB is preparing a special report on this problem for the gasoline and automotive industries. Petroleum industry leaders have expressed dissatisfaction with the broadcast industry's editorial attitude toward this matter. They feel that newspapers have been more cooperative than the broadcasters in promoting pleasure driving. 📌

## BOLLING

(Continued from page 32)

Of these 225 accounts, 104 will be using television exclusively, and 78 will be using radio as the only broadcast media.

In New York in particular, a majority of spot accounts report expenditures equal to or larger than 1960 for the fourth quarter of 1961 and first quarter 1962. Bolling's New York vice president in charge of sales, Dick Swift, estimates that large markets will undoubtedly receive the most benefit from these increases. There is also "well-grounded speculation" that many accounts will expand their market lists.

Here are some highlights of top client news out of New York:

- Brown & Williamson Tobacco.

currently in the test stage with new cigarette, "may break out with a national budget in excess of 7 million."

- Esso—If all plans go through Esso will represent \$5 million in annual billing next season. Plans include expansion of markets into number of areas with Humble contribution. The client would use 10-, and 15-minute newscasts (length depending upon availabilities) with all schedules running 52 weeks. Frequency may hit as high as six per week.

- General Mills for its various cereals is converting its network hour strip to a spot campaign on about 25 September. A 15-minute version of *Rocky & His Friends* will be placed in 50 markets. The account will use eight of the 15 spots per week and the station can sell the remaining seven to non-competitive products. It will buy on a 52-week contract basis, cancellable on 45 days notice after the first 26 weeks.

Here are some highlights of the major trends and developments in these markets, as found by Bolling:

- Atlanta reports, "One trend is apparent for the upcoming fall season: the use of tv only in major markets and heavier use of radio in medium and small markets." Reasons given: (1) increase of tv cost in major markets (2) flexibility of radio low cost, ability to pinpoint a special audience.

- Boston reports that most major accounts in its area are planning budget boosts and increased market lists. A number of accounts plan late minute fall schedules.

- Chicago—"the big question is how will P&G emerge for the fall and 1962." An analysis of Chicago agencies shows, according to Bolling, that Leo Burnett controls 39% of

## COMMERCIALS IN COLOR TV SELL 69% MORE PROSPECTS

A study of "Perry Como's Kraft Music Hall," "The Dinah Shore Show," and "Hallmark Hall of Fame" colorcasts shows that color TV commercials were 69% more effective than black-and-white. (Burke Mkt'g Research Survey). Learn more about color TV. W. E. Boss, Dir., Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

the spot tv business but about 16% of spot radio, a good deal of which is P&G. Overall there should be a general increase in P&G advertising dollars with shifts coming within media, "i.e., spot tv money going to network tv, etc." Should new products receive heavy sales activity, greater increases will be felt in both dollar costs and market expansions.

• Dallas reports "spot will be strong with tv stronger than radio. We look for healthy fall business."

• Denver reports "fall broadcast activities in the mountain states will be comparable to 1960." No increase in funds for spot generally. No trend for the use of broadcast.

• Detroit—In most automobile sales, spot radio will be used at announcement time approximately 20 September to 20 November. Network radio will also start at announcement time but long-term commitments are very few. Spot and network budgets will equal last year.

• Kansas City reports a "greater interest in specialized radio."

• Los Angeles—"Of the accounts surveyed, none plan cutbacks and both radio and tv look prosperous

compared with last fall."

• Memphis—"Agencies have reported that there will be more money available for both spot radio and tv than there was a year ago . . . radio has definitely felt an increase and indications are it will continue through the year."

• Minneapolis—"Accounts do not necessarily intend to expand their market structure but do intend to allocate new money in current markets."

• Philadelphia—"For the most part both radio and tv budgets will be up over a year ago. The biggest changes will be in the number of markets ordered for individual accounts."

• San Francisco—"Most accounts plan budget increases and some market expansion."

• St. Louis—"All major accounts plan increases in market and budget for the fall with a few selected ones keeping the same level as a year ago."

One of the questions Bolling salesmen asked the clients was their plans on extended station breaks. In almost every instance, the report was "no special plans to use extended breaks."

## PAINT

(Continued from page 39)

William B. Williams also carried the spots.

The objective of the radio test was to see how many would write-in for the name of the nearest dealer and for free color samples of Vari-Krom and Antique Marble, a marbled version of the spatter paint.

Two commercials were used. Here is how Zlowe Co. got across its message of demonstration and color via radio:

• "Some days I wish I could speak in color. Then, *maybe* I could do justice to the fiery beauty and novel texture of Vari-Krom, the multicolor paint. Yes . . . *paint* that makes old furniture nicer than new. Think of brilliant dots dancing around in a dazzling galaxy of color. That's Vari-Krom spatter paint, the easy, do-it-yourself way to glamorize furniture . . . for so little money and effort. Now, imagine this scintillating spatter drying to a diamond-hard finish. So hard that even hammer blows can't harm it. I know, I've seen it! That's how Vari-Krom stands up on tables, chests, children's (Please turn to page 70)

# WFBC-TV DOMINATES 42nd\* MARKET

## Greenville-Spartanburg-Asheville

this Giant 42nd Market\* . . . with more than 2-million people, \$2.8-billion incomes, and \$1.8-billion retail sales. WFBC-TV continues its dominance of the television audience, according to A.R.B. for June 1961.

According to Television Magazine, Dec. 1960  
Population, Incomes and Retail Sales from Sales  
Management, May 10, 1961.



sold by  
AVERY-KNODE



"The Giant of Southern Skies"

From 9:00 A.M. to Midnight  
Sunday through Saturday

## WFBC-TV Leads . . .

Sta. "B" by 74% in Metro. Share

Sta. "C" by 65% in Metro. Share

Sta. "B" by 27% in Total Homes

Sta. "C" by 86% in Total Homes

From A.R.B. for June 1961



## New TK-12 Monochrome Camera by RCA Provides Finer Product Detail... Better Brand Identification

Pictures of products and people come up clearer and sharper than ever with this new RCA camera. It gives you better definition for better product detail . . . it provides improved rendition of gray scale for improved brand identification. The 4½ inch I.O. tube means 50% larger image for greater picture detail. And lighting can be used more creatively to provide added emphasis on product features, thus improving the quality and believability of your live or tape commercials.

For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary

the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept. YB-264, Bldg. 15-5, Camden, N. J.



The Most Trusted Name in Television  
RADIO CORPORATION OF AMERICA

*Finer Detail for Better Brand Identification*



*Improved Gray Scale to Dramatize Product Features*



# WASHINGTON WEEK

14 AUGUST 1961

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Another FCC shoe dropped over a week after the August recess began: this was a very heavy one, released by the Senate Commerce Communications subcommittee, with the subcommittee adding its own announcement of new and presumably rigorous hearings for the near future.

Subcommittee chairman John Pastore (D., R.I.) used the August calm to release a letter he had received from the FCC, answering questions he had previously posed. **The answers added up to much tougher regulations in the future.**

Pastore said his subcommittee would hold hearings. He did not outline the area which the hearings would cover, nor exactly when they would be held, except "in the near future."

Prospects are strong that the hearings will come during the period of Congressional adjournment, or will at least spill over into that time. Present indications are that Congress will be finished for the year by Labor Day, except for a possible battle over filibuster rules.

As to subjects for the hearings, they are expected to center around **whether it is necessary for the FCC to regulate radio and tv networks directly.** However, practically all of the topics contained in the FCC's "tough" letter to Pastore will likely enter into the sessions, since most of them concern **whether or not the webs have too much power.**

The FCC pulled no punches: it said, first, that it fully intends to make sure that broadcasters operate in the public interest, and second, that stations must make adequate provision for needs of their communities for programing of "an informational nature," whether network or locally produced.

Thus warmed up, it made the following points directly concerning webs:

- Regulation of stations is no longer sufficient in view of growing network power over the airwaves. Networks must be regulated directly, **though it will not be necessary to license them.**
- The Commission has been studying web control over programs and financial interests in independently produced programs. FCC wants to discover whether networks **need to have such interests to insure program quality**, and whether the webs are using the leverage of their control over air time to **force program packagers to yield these financial interests.**
- The Commission has been following Senate Judiciary subcommittee hearings on crime and violence on tv. It doubts whether it has the ability to do anything much about it, without getting into censorship. But it pointed out that it intends to do **what it can to convince broadcasters to cut down on gore.**
- Consideration is being given to talent agency-producer-packager relationships and their effect on availability and quality of tv programing.
- The FCC will also look into ratings, into whether they have **too great an influence over what the public sees and hears, with an eye on whether the public is affected adversely.**

**Like Pastore and his hearings, the FCC gave no timetable.**

However, Dean Roscoe Barrow was recently returned as a "consultant" to the network study staff which he headed. He left after issuance of the controversial Barrow Report, with its many recommendations for cutting back on network practices, and for sterner regulatory measures.

*(Please turn to page 57)*

# FILM-SCOPE

14 AUGUST 1961

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PUBLICATIONS INC.

There'll be three new shows out of Ziv-UA going on the air this fall—more syndication entries at once than the company has ever had before.

Third show is Everglades, just starting its sales drive.

First two, already well advanced in sales, are **King of Diamonds** and **Ripcord**.

The same public affairs shows that have occasional sponsor difficulties on U.S. networks occasionally seem to be grabbed up by advertisers when they're more available abroad.

That was the experience of CBS Films in Japan with its **CBS Reports-20th Century Eyewitness-Conquest** package, bought on TBS by Japan Light Metal Works, a leading aluminum company in the Far East.

Off-network re-runs of **Bat Masterson** are now sold in 41 markets.

Latest sales reported by **Economee division of Ziv-UA** are WTTG, Washington; WTV, New Orleans; WHDH-TV, Boston; KPRC-TV, Houston; WKY-TV, Oklahoma City; KATV, Little Rock; KTAL-TV, Shreveport; WFLA-TV, Tampa; KTAR-TV, Phoenix; KVOO-TV, Tulsa; KOVR, Stockton; KVOS-TV, Bellingham; WBRE-TV, Wilkes-Barre, and WHTN-TV, Huntington-Charleston.

**RKO General's International Film Festival**, a group of 34 feature films produced in various countries, will be distributed by **Ideal Pictures**.

The features all contain **English sound tracks**.

**ITC** adds up and finds it has done \$1.5 million network and syndication business in Canada over a six-month period.

Total includes five network sales: **Whiplash**, **Ghost Squad**, **Sir Francis Drake**, **Four Men**, and **Drama Specials**.

Market-by-market sales involved 26 shows sold in deals coming to an over-all Canadian total of **4,067 half-hours**.

Reports are circulating that Australian broadcasters are hopping mad at U.S. tv film companies who are interested in selling product there—but not in making co-production investments.

Compared to Canada, which will be cutting down imported film from 55% to 44% station time next year, there are no restrictions in Australia. But Canada has lured quite a bit of co-production, which puts money back into a country.

Australian sentiment overheard is that perhaps U. S. tv film should be put under quota unless co-production investments are forthcoming.

The new VPI/Monarch combination in tv film commercials is offering some new extra services in cross-continent production.

Three are: wire photo communication, New York pre-casting, and daily print service.

The "liking" or TvQ of syndicated shows varies quite a bit from one part of the country to another, according to July HTI reports.

Regions reacting to 15 shows in chart below are NE, New England; MA, Middle Atlantic; ENC & WNC, East & West No. Central; SA, ESA, & WSA, South Atlantic, East & West So. Atl.; M. Mountain; P, Pacific.

PROGRAMS	REGIONS								
	NE	MA	ENC	WNC	SA	ESA	WSA	M	P
Assignment Underwater	22	30	29	17	17	39	13	15	26
Blue Angels	23	30	29	27	28	17	26	8	32
Brothers Brannagan	14	16	19	19	24	15	26	22	16
Dangerous Robin	26	16	13	17	14	36	16	11	9
Grand Jury	27	8	21	16	7	14	22	18	10
Jim Backus	8	10	15	9	18	14	17	11	15
Lock Up	27	22	15	19	16	26	13	8	21
Rescue 8	30	26	31	24	25	26	21	9	31
R. C. M. P.	30	21	25	34	27	13	11	8	16
Shotgun Slade	23	18	16	36	25	25	19	19	20
Superman	20	15	22	15	17	20	15	16	16
Tallahassee 7000	8	18	27	17	21	..	..	13	9
Third Man	9	22	21	17	33	10	8	11	12
This Man Dawson	15	25	20	11	21	9	8	16	15
Tombstone Territory	24	19	24	25	29	25	15	20	12

For more syndication TvQ's, see story, pp. 36-38, this issue.

## WASHINGTON WEEK

(Continued from page 55)

With the network study still going forward on the programing end, and with a disposition toward rigid regulation on the part of the FCC now—there was no such disposition when the Barrow Report was issued—it appears there will be work for Barrow.

Although the Pastore hearings will see the industry go through the wringer again, probably accompanied by black headlines, it is also something of a last straw for the industry.

There appears to be no turning back the FCC tide toward tougher rules and regulations, except for an appeal to Congress. Pastore and full committee chairman Warren Magnuson (D., Wash.) have always had sympathetic ears for the industry. Although the background of the hearings is dark, they appear to be the only hope at this stage of the game.

Now we have a bill in Congress (Rep. Kearns—R., Pa.) to provide the same penalties for telecasting of sex and violence programs as now apply to obscenity, with fines up to \$10,000 and/or prison for up to two years.

Penalties would be for "undue exploitation for profit of crime, horror, cruelty, brutality, sex and violence." Next question, and one which would undoubtedly toss the whole thing out as unconstitutional, what would constitute "undue exploitation for profit," as opposed to developments needed to advance the plot, and who would be the genius capable of deciding?

# SPONSOR HEARS

14 AUGUST 1961

Copyright 1961

SPONSOR  
PUBLICATIONS INC.

It sounds fantastic but the rumor current on Madison Avenue is that P&G moving the Tide account out of Benton & Bowles.

Mentioned as the next home for this leader of the detergents—budgeted at \$10-11 million—is Compton, which administers high-riding liquid Ivory.

In light of his current record buying of prime chain-breaks for Maxwell House instant, Benton & Bowles' Lee Rich has been the target of much needling in connection with his publicized diatribes against the 40-second links not so long ago.

Rich, however, can take comfort from this comment by an accountman in a competing agency: "Nothing can embarrass you so long as the noise you make is in behalf of the client."

The host of quick switches of accounts so far this year has sort of aggravated problem that the 4A's has been wrestling with for some time. The problem: getting the migrant advertiser to give the ex-agency longer notice of termination.

Basic reason cited as justifying more time: because accounts are bigger far more people are involved. Hence, better provisions should be made for dropping people as humane as possible and adjusting the compensation of agency principals.

Burnett has yet to give any indication of what the strategy will be for the Schlitz account, which it took over from JWT.

On the sidelines waiting for clues are the tv networks and both radio and tv reps.

JWT got Schlitz deeply imbedded in sports and the question now is whether, if only for change of pace, the brand will be steered back in the ranks of straight entertainment.

It now turns out that ARB did a little over-estimating on what the Census Bureau's count would be on tv homes and the level of saturation.

ARB's estimate, as released 26 June: 47.8 million (out of 53 million) tv homes at 90% saturation.

Reported the Census Bureau: 46.28 million tv homes and 86% saturation.

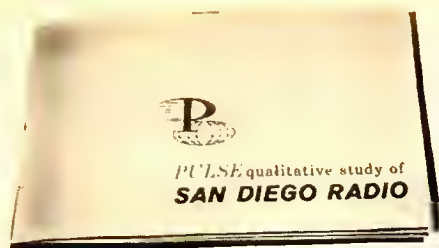
ARB says it will adjust things when the Bureau's county-by-county set figures become available.

Observes an adman-pundit: Not only has Madison Avenue replaced Wall Street among handwriting demonologists but the preoccupation with the admen's image by a certain element among researchers has reached the guffaw point.

The certain element: free lance research outfits that are trying to reach the admen's attention by such stunts, for which the advertising columnists go hook, line, and sinker.

Not many of the better-known agencies that came into being, say, even in the earlier '40's, have founding members still in active service.

Among the firm founders still on the job you'd include these: Leo Burnett, Jack Cunningham, Clifford Fitzgerald, Maurice Needham, Fairfax Cone, Donald Clifford, Heagerty, Bayles, Raymond Sullivan, William Steers, and Paul Warwick.



# SPECIAL PULSE QUALITATIVE STUDY OF **SAN DIEGO RADIO**, SHOWS.....

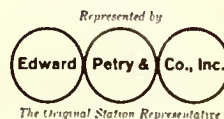
- 1** KFMB reaches more different adults daily than any other station.
- 2** KFMB's audience listens more attentively, has more travel cards, credit cards and charge accounts.
- 3** KFMB is the adults' first choice for news and for fuller details of bulletins and flashes.
- 4** KFMB would be chosen if San Diego adults could have only one station.
- 5** KFMB reaches both men and women equally, all income groups, all educational levels.

Ask your Petry man for the full brochure which shows why this great station moves more merchandise.

## **KFMB RADIO** **SAN DIEGO**



WROC-FM, WROC-TV, Rochester, N.Y. • KERO-TV, Bakersfield, Calif.  
WGR-FM, WGR-AM, WGR-TV, Buffalo, N.Y. • KFMB-AM, KFMB-FM,  
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton-Wilkes-Barre, Penn.  
WDAF-TV, WDAF-AM, Kansas City, Mo.



TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17

# SPONSOR WEEK WRAP-UP

**TV HOPEFULS.** These beauties won the first preliminaries in 'Miss WNBC-TV' beauty contest. Prizes to winner include an opportunity to become a tv star. Top, (l-r), Lessie Bonnell, Gladys Moir, Carol Bucella; bottom, (l-r), Carol Rogers, Else Mars, Pat Franklin, Barbara Hess



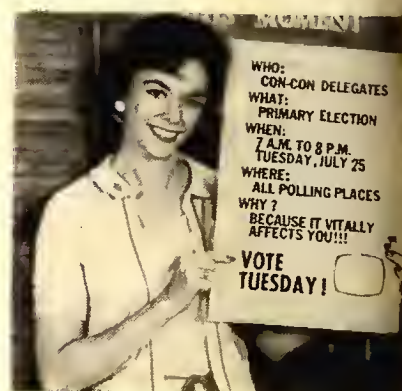
## Agencies

Knox Reeves-Fitzgerald, the new agency made of the combined Knox Reeves and Fitzgerald, announced new key personnel in New Orleans.

The list and their assignments are: Joseph L. Killeen, Sr., chairman of the executive committee and account supervisor; Roy M. Schwarz, v.p. and manager of the New Orleans office; E. W. Rector Wootten, v.p. and executive art director; Mildred Thon, Joseph L. Killeen, Jr., Charles Foster LaClare Ratterree, all account executives; Ralph Mulvehill, merchandising director; and Boyd Segher, broadcast media.

**Agency appointments:** Gold Book Stamp Company, R. I. to Fitzgerald-Toole . . . Burma-Vita, Chicago, to R. Jack Scott, Chicago . . . Elmer Manufacturing, Columbus, O., to Meldrum & Fewsmith, Cleveland . . . WAFS, Amsterdam, N. Y., to Storm Advertising, St. Louis.

**CON-CON:** first Constitutional Convention election held in over 100 years was ballboxed over WJBK-TV, Detroit. Nancy Thomas, Miss Fairweather, helped get voters



**DUMMY AIN'T SO DUMB.** WAMS, Wilmington, Del., placed sign and dummy in busy intersection. Hundreds of people called authorities to aid 'stricken sign-painter'

THIS SPACE RESERVED FOR  
**WAMS RADIO!**

elena Rubinstein for the Venezuela  
area to the Caracas office of Grant  
. . . Mid-States Jaguar, Ltd. to Mal-  
colm-Howard, Chicago . . . Jockey  
Club Products to Robert Otto &  
Company, S. A., Mexico . . . Paleo  
products, makers of Skip-O-Hoop, to  
Advertising Agencies Inc., Studio  
City, Cal. . . KLM to Ogilvy, B&M  
from EWR&R.

**PEOPLE ON THE MOVE:** Dave  
Berber to v.p., GAC-TV from head  
of tv department of Famous Artists,  
New York . . . Robert C. Marley,  
p.p. and secretary of Aubrey. Finlay,  
Marley & Hodgson, has retired after  
14 years with the agency and 50 years  
in the business . . . Elliot Johnson  
Olian & Bronner, Chicago, from  
supervisor of the media research de-  
partment, McC-E, Chicago . . . Roy  
Fleuman to head the new business  
department of Sanders Advertising,  
Dallas . . . Jack Wileher to execu-  
tive v.p., James K. Hackett to v.p.  
in charge of media, and Thomas  
J. Mannos to v.p. and director of

radio and tv, all at Arkwright.

**MORE PEOPLE ON THE MOVE:**  
Max Glandbard to tv producer-  
writer, North Advertising from tv  
production at K&E . . . Don Estey  
to executive assistant to Don W.  
Sharpe at GAC from v.p. and pro-  
ducer at Jack Denove Productions,  
Hollywood . . . Francis P. Delaney  
to media buyer at F&S&R from L&N  
. . . Thomas A. Casey to v.p. and  
director of marketing department,  
NL&B from Lilienfield . . . Samuel  
M. Sutter to v.p. and creative direc-  
tor at Compton from McC-E . . .  
Terry M. Falgiatore to time buyer,  
radio and tv department of Wermen  
and Schorr . . . William S. Robin-  
son, v.p., to national account super-  
visor for Schlitz, Burnett . . . James  
F. Thurman to K&E as account ex-  
ecutive at the L.A. office . . . Lyle  
Blahna will add to his duties at Mc-  
Manus, John & Adams the function of  
media head.

**New V.P.'s:** Paul Slater, manager of  
the creative department of Compton,

elected v.p. . . M. Peter Franceschi,  
administrative officer, and Dr. Robert  
C. Sorensen, director of research,  
have been elected v.p.'s at D'Arcy . . .  
Duane C. Bogie, John E. O'Toole,  
Jon B. Rand, and Donald B. Wil-  
liams, all of FC&B, Chicago, were  
named v.p.'s . . . Edward Tabibian,  
marketing director of Frank B. Saw-  
son, Inc., has been elected v.p. in  
charge of marketing and merchan-  
dising.

**New quarters:** Marketing Strate-  
gy, Inc., has formally announced the  
opening of New York and Detroit of-  
fices. The new marketing and con-  
sumer research organization is head-  
ed by Eugene L. Reilly, formerly v.p.  
of Trendex, Inc., and Robert W.  
Bledsoe, formerly associate director  
of marketing and research for D. P.  
Brother and Company.

**Divorcement:** K & E and the Glass  
Container Manufacturers Institute  
have cancelled their relationship as  
of 31 October, 1961.



**DECLARATION OF AN INDEPENDENT**  
is the fall presentation of KTLA, Los An-  
ges, shown in N.Y. and Chicago for agen-  
cies and advertisers. Shown (l-r) H. P. Peters,  
pres. and S. L. (Stretch) Adler, v.p., Peters,  
Giffin, Woodward, Inc., and Paul Raibourn,  
president Paramount Tv Productions, Inc.



**SPACEMAN.** J. Samuelsohn, r/tv dir., and  
Wemen, exec. pres., Wemen and Shorr,  
with WIP, Phila.'s 'spaceman' used to  
promote live coverage of second U.S. shot



**CONTRACT TIME.** Signing  
the national rep contract in Dal-  
las between KRLD and KRLD-  
TV and Advertising Time, Sales,  
Inc. took place recently. Left to  
right: Thomas B. Campbell,  
pres. of ATS, Clyde W. Rem-  
berts, pres. of the Dallas sta-  
tion, KRLD and KRLD-TV, and  
Jack Thompson, vice pres., ATS

**VISUAL RADIO.** Edie Burke  
reveals radio as a visual art.  
Here she is shown holding up a  
sample towel with slogan, "Any-  
time, Anyplace, WNEW." About  
50,000 towels are being dis-  
tributed this summer to patrons  
of swimming pool at Palisades  
Amusement Park in N.J. just  
across river from N.Y. station



**WPEN  
HAS  
THE  
STAR**

**PERSONALITIES**



★ MATURE, ESTABLISHED  
PERSONALITIES ★ AWARD  
WINNING NEWS ★ EX-  
CLUSIVE HELICOPTER  
TRAFFIC REPORTS ★  
FIGHTING EDITORIALS ★  
ADULT MUSIC ★

**WPEN**

THE STATION OF THE STARS  
CALL GILL-PERNA, INC.



Completely Air-Conditioned  
with Individual Room Control

Every Room with Private Bath  
and Shower

Olympic Size Swimming Pool  
and Cabana Club

Snack Bar

Beach • Solorium

Cocktail Lounge

Cord Room

Television Room

Free Parking

OVERLOOKING THE OCEAN.  
COLLINS AVE. AT 30TH ST.

**MIAMI BEACH**

## Stations on the Move

### TOTAL STATIONS ON THE AIR

(as of 1 July 1961)

AM: 3,602

FM: 889

TV: 543

### BOUGHT/SOLD/APPROVED:

**Sold:** KAPR, Douglas, Ariz., to William and Katherine Mende by Copper State Enterprises, David V. Harman, president and original owner. The price: \$60,000. Brokered by: Wilt Gunzendorfer & Associates, L. A. . . . **KDUO-FM**, Riverside, Calif., to Howard Tulis and John Hearne. The price: \$60,000. Brokered by: Wilt Gunzendorfer & Associates, L. A. . . . **KTUC**, Tucson, Ariz., to Ben Slack from E. W. Krampert for 50% of ownership; C. Van Haaften and Robert Lebsock will continue as the other half owners . . . **Approved:** the transfer of ownership of **KPRO**, Riverside; **KREO**, Indio; **KROP**, Brawley; and **KYOR**, Blythe; all from Imperial Broadcasting System to KPRO, Inc., KREO, Inc. and KYOR, Inc., a group with Tolbert Foster as president. The price: \$450,000. plus other considerations.

**Grant:** W/MMM, Westport, Conn., was granted a high-power fm station by the FCC. This will extend the station's schedule from the present daytime to a 24-hour operation. **On the air:** **KTAL-TV**, Shreveport, La., hoisted a final section, an 85 foot antenna, on top of its 1,480-foot tower. Regular operations of the expanded facilities are expected to begin early in September . . . **KODA**, Houston, Texas, had its official opening. The new am facility joins with its sister station, **KODA-FM**, as a new ABC affiliate in that market. **People:** War-

ren J. Boorum is joining the nationwide media brokerage firm of Harton-Landis & Associates. He resigns from the position of director of advertising and promotion at Metro-Mega-

## Associations

The San Francisco Radio Broadcasters Association is touring cross country with a color film road show, **The Best Way Around In San Francisco** is with radio.

After west coast presentations, representatives of member stations will saturate key cities throughout the nation.

The 17-minute sound slide film provides agencies and advertisers with an impressive picture of the Golden Gate city.

**PEOPLE ON THE MOVE:** William R. Wyatt, v.p. of A. C. Nielsen has been elected president of the Broadcast Advertising Club of Chicago . . . Katherine Peden, v.p. and general manager, WHOP, Hopkinsville, Ky., has been elected president of the National Federation Business & Professional Women Club . . . Erwin H. Ephron, director of press relations with A. C. Nielsen, has been named chairman of the Time Buying and Selling Seminars.

## Tv Stations

In a follow-up study, Pulse reports an increase from 69% to 84% of New York tv viewers watching feature films.

The increase, coming over a period of three years, was released by Lawrence Roslow, Pulse associate director.

**Q.**

Can TV syndicators save money by using **BONDED's** shipping service?

**A.**

Yes. Using **BONDED** avoids administrative costs while providing a large staff of experienced personnel. You pay only for the service you require.

**BONDED  
TV FILM  
SERVICE**

NEW YORK  
CHICAGO  
LOS ANGELES  
TORONTO



A Division of  
NOVO INDUSTRIAL CORP.

Other new findings in the report on feature film viewing look like this: On a once-a-month-basis, for every New York viewer, the increase is from 86% in 1958 to 93% at the present time.

62% report time spent with feature films unchanged since 1960. The remaining 38% are split between those who do more and those who do less viewing. The biggest reason for more viewing is better movies while those who do less viewing simply do less watching in general.

Time-Life Broadcast Inc., has become an operating partner in the Lebanese Television Company, known as CLT.

The Campagnie Libanaise de Television, located in Beirut, owns and operates the only tv facility in the Lebanon.

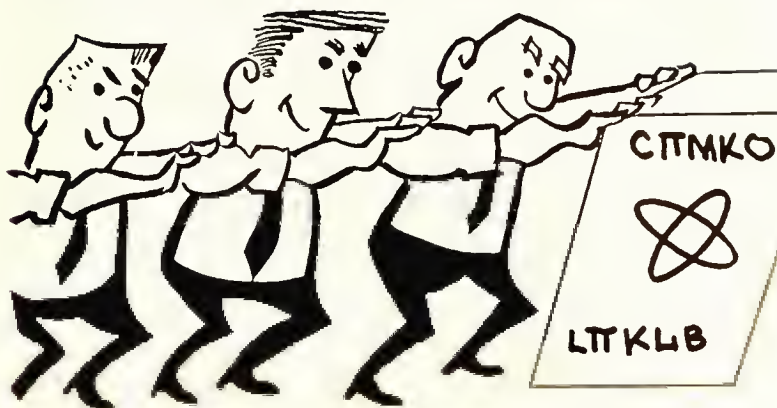
Time-Life has become a minority stockholder and will take an active part in station management, programming, production and sales.

**udos: WSJS-TV**, Winston-Salem, N.C., received an award from the United States Air Force "in recognition of outstanding television public service to the United States Air Force," for the promotion of Air Force recruiting . . . **WTAE**, Pittsburgh, Pa., and Franklin P. Snyder, general manager and v.p. of the station, were presented the Allegheny County Easter Seal Merit Award "in recognition of outstanding service to crippled children and adults." . . .

**PEOPLE ON THE MOVE:** John Poland to special projects director, FBM (AM-FM-TV), Indianapolis; the same stations: Sid Weedman producer-director for the tv station . . . **John H. Pinto** to the headquarters staff of RKO General, New York from v.p. and head of creative services at Post & Morris . . . **Otis Lodge** to general manager of Johnson Broadcasting . . . **Robert E. Bailey**, account executive for Storer Television Sales, to national sales manager at the Storer station WSPD-TV, Toledo.

**new quarters:** William R. Seth, director of TvB of Canada, announced the opening of offices for TvB of Canada at 111 Richmond St., West, Toronto.

## GET THAT EXTRA



## PUSH

You know that it's the extra push that makes the difference between an average campaign and a "Red-Letter Success." You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.



THE QUINT CITIES

DAVENPORT } IOWA  
BETTENDORF }

ROCK ISLAND } ILL.  
MOLINE }  
EAST MOLINE }

PETERS, GRIFFIN, WOODWARD, INC.  
EXCLUSIVE NATIONAL REPRESENTATIVES

PRESIDENT Col. B. J. Palmer  
VICE-PRES. & TREASURER D. D. Palmer  
EXEC. VICE-PRESIDENT Ralph Evans  
SECRETARY Wm. D. Wagner  
RESIDENT MANAGER Ernest C. Sanders  
SALES MANAGER Pax Shaffer



To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week—and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

## EASTMAN KODAK BUYS COLOR TV

Eastman Kodak certainly knows color. This Fall they will be sponsoring the new color TV show, Walt Disney's "Wonderful World of Color," Sunday nights. The agency is J. Walter Thompson. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

## Radio Stations

The RAB is out to promote this fall into the biggest ever for radio.

In a direct mail campaign, which RAB is pre-packaging for stations, all the elements needed for such a promotion are being made available.

The package includes:

- Nine RAB folders dramatizing radio's key selling points.
- A covering letter for each brochure.
- A complete mailing format.

Richard H. Ullman, Inc., (RHU), New York, has become exclusive sales rep for Commercial Recording Corp., (CRC) of Dallas.

CRC creates radio station identification jingles, commercial jingles and musical advertising.

### Ideas at work:

- WSAI, Cincinnati, was named "The Radio Station of the 1961 Food and Home Show" by the executive committee of the show. The station

plans extensive on-the-air coverage of the week-long event.

• KING, Seattle, has joined with the city's barber shops to put their business on display and to make every male in the area a part of a captive audience once every two weeks. The barber shops keep their radios tuned to the station and the station offers customers a chance to win such things as theater passes.

• WTMT, Louisville, Ky., found may new listeners as the station ran the world's first Swimathon and gave first hand on-the-air reports. Britt Sullivan swam a world's record of 133.8 miles non-stop from Cincinnati to Louisville in the Ohio River in 59 hours and 46 minutes.

Kudos: KFRC, San Francisco, received an award from the Northern California Television-Radio Council for "outstanding service in improving community health in the fight against tuberculosis and other respiratory diseases" . . . Kyle Rote, sports director for WNEW, New York, and newly appointed chairman of the MEND Fund Committee of Champions of the National Foundation for Neuromuscular Diseases, received an award for distinguished voluntary service from the Foundation's executive v.p. Justice Joseph A. Suozzi.

PEOPLE ON THE MOVE: Harold W. Gore to station manager, WRVM, Rochester, N. Y., from sales manager, WWNY, Watertown, N. Y. . . . John J. Lee to general sales manager WPLM (AM-FM), Plymouth, Mass., from account executive, WJDA, Quincy, Mass. . . . Arthur E. Jost to succeed Edward A. Whitney (retiring) as v.p. and general manager of Kingston Broadcasting.

Happy birthday: WHEB, Portsmouth, N. H., celebrates its 29 birthday this week with a brand new home.

## Fm

The Electronic Industries Association is distributing a brochure containing salient facts about the new art of stereo fm broadcasting and reception.

The booklet, prepared by the EIA Consumer Products division, has as its purpose to minimize confusion about fm stereo among dealers, broadcasters and listeners.

WSPA-FM, Spartanburg, S. C., went on the air with complete stereophonic programming 1 August.

The station became the sixth in the nation to provide this service to listeners and the first in the Southeast.

Happy birthday: WWSW-FM, Pittsburgh, the first fm'er to operate around the clock, celebrates its 20 anniversary 28 August.

## Networks

CBS Radio is offering advertisers the opportunity to pre-empt time on two regional set-ups on the Pacific coast and mountain states.

In all 10-minute CBS Radio news and 5-minute news supplements aired by the network during the day, advertisers are given a choice of one-minute announcements in five-minute segments and 30-second announcements in two and one-half-minute segments in either group I (coastal states) or group II (mountain states) or both.



**PETER GUNN**

114 HALF HOURS

**Mr. Lucky**

34 HALF HOURS

**Yancy Derringer**

34 HALF HOURS

**WIRE SERVICE**

39 ONE HOURS

Call for  
a screening



OFFICIAL FILMS, INC.

724 Fifth Avenue, New York 19, N. Y. • Plaza 7-0100

## "TALES OF WELLS FARGO" JOINS THE RANKS OF COLOR TV

Last year's black-and-white hit moves up to color TV. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

**TV sales:** Shell Oil will debut its *Shell's Wonderful World of Golf* on CBS TV 7 January from 4 to 5 p.m. This is a series of international golf specials produced by Filmways and totaling 11 hours . . . Max Factor will be a participating sponsor this fall on three one-hour nighttime shows and one daytime show, all on ABC TV. The nighttime shows are: *Thriller*, *Robert Taylor—The Detectives*, and *Dick Powell Anthology*; the daytime number is *Play Your Lunch* . . . Kemper Insurance Companies have purchased sponsorship in ABC TV's *All-Star Golf*. The 26-week series will be a full hour in color beginning 14 October. Saturdays 5-6 p.m. . . . The Brunswick Corp., (McC-) will co-sponsor with Brown & Williamson *Make That Spare* on ABC TV, slated for Saturday nights following the *Fight of the Week*. Brunswick will also be participating sponsor on *Adventures in Paradise*, *Adventures of Ozzie & Harriet* and *The Steve Allen Show*.

**Thisa 'n' data:** CBS TV has advised its affiliated stations that it will continue in the coming season to release the time period, 10:30-11:00 p.m., on Thursdays every fourth week, to enable the stations to schedule local informational programs. In the half hour immediately preceding, the network will continue to schedule half-hour news-public affairs program.

**affiliates association:** Four changes were announced in the CBS Radio Affiliates Board of Directors: Westerman Whillock, president and general manager of KBOI, Boise, Idaho, will replace Leslie Peard, who has been transferred from the radio to the tv division of KFRE, Fresno, Calif.; Joseph K. Close, president, WKNE, Keene, N. H., has been elected as director for district one; Michael R. Hanna, general manager, WHCU, Ithaca, N. Y., has been elected director for district two; and Joe L. Smith, Jr., president and general manager, WJLS, Beckley, W. Va., has been elected director for district three.

**New affiliates:** WPAX, Thomasville, Ga., has become an affiliate of CBS Radio . . . KVLC, Little Rock, Ark., has become an outlet for

**IN ROCHESTER, N.Y.**  
**WHEC-RADIO NEWS**  
**is where it happens !**



**WHEC** YOUR WORLD of FACT,  
FASCINATION,  
MUSIC and NEWS !

NATIONAL REPRESENTATIVES: EVERETT MCKINNEY, INC.

BASIC CBS

## How N.W. Ayer could sell gobs and gobs more

Here at WHIH we greatly admire those commercials which beckon ice cream lovers to sample the brand favored by N. W. Ayer. But we do offer one sharp criticism.

We have to tune in a competitor (ugh) to hear them!

This hardly seems right. After all, WHIH is the live wire station in the Tidewater. People simply go ape over our music, news and bright ideas in public service programming. Especially those 50,000 (ice cream loving) sailors we have stationed down here.

Wouldn't you like to sell gobs more of that tasty stuff, N. W. Ayer. Do you hear the little birdie whispering WHIH?

**WHIH**  
FORMERLY WLOW  
**TIDEWATER, VIRGINIA**  
AN ELLIOT STATION  
Representatives: Avery-Knodel

Located in the  
exclusive hotel area of

# NEW YORK

AIR CONDITIONING

TELEVISION

PRIVATE BATH  
IN EACH ROOM

Housekeeping  
Apartments, too

**HOTEL  
PARK CHAMBERS**

Corner 58th St. & Avenue of the Americas  
NEW YORK CITY 19

In its location, service, atmosphere and reasonable rates, it's the ideal hotel-home for transient and permanent guests. Single \$9 to \$12. Double \$12 to \$16. 2-room suites from \$18. Lower rates by the week or month.

Write for brochure and map of  
New York's most fascinating places  
to see and things to do.

James A. Flood, Manager

MBS; WSHE, Raleigh - Durham, N. C., replaces WRAL on MBS.

## Representatives

ZCO, the radio station located in Nuku Alofa, the Tonga Islands, Pacific, has selected Pan American Broadcasting as its American sales representative.

The station broadcasts with 10,000 watts and covers markets such as Fiji Islands, Samoa Isles, Cook Isles, Society Islands and New Zealand.

Rep appointments: KIRL, Wichita, Kas., to Petry . . . WMMS, Bath, Me., to Breen & Ward as New York Reps . . . Wake, Atlanta, Ga., and WYDE, Birmingham, Al., to Robert E. Eastman . . . WACE, Springfield, Mass., to Spot Time Sales; WKST, New Castle, Pa., to the same rep firm . . . WANN, Annapolis, Md., to Continental Broadcasting . . . WECT-TV, Wilmington, N. C., to select stations reps.

**PEOPLE ON THE MOVE:** Shel Van Dolen to Forjoe as assistant sales manager from Blair Television Associates . . . Thomas J. Brown to radio sales staff of Avery-Knodel from tv sales account executive at Headley-Reed . . . Robert M. Hoffman has been elected v.p. in charge of marketing and research for Television Advertising Representatives, Inc.

## Film

WIW-A, Atlanta, Ga., has concluded the purchase of a group of 500 feature films from Screen Gems.

The deal, about \$750,000. would include 260 post-1948 Columbia features.

Among them are *On the Waterfront*, *The Cain Mutiny*, *Death of a Salesman*, *Born Yesterday*, et cetera.

Executives at Official Films are so rushed that they've given their summer vacations for the moment.

Their concern is with giving stations proper service for the early release of *Peter Gunn* and four other newly acquired off-network series.

New quarters: Wolper Productions and Wolper-Sterling Productions have moved to new larger quarters at 8720 Sunset Blvd. Hollywood.

**PEOPLE ON THE MOVE:** George Harper to v.p. and general manager of NBC-Canada Ltd. from California National Productions . . . Henry T. Sjogren to director of communications for Troy-Beaumont Company from WNBQ-TV and WMAQ, Chicago . . . John H. Mason to executive sales staff of Spencers Film Service, N. Y., a division of Advertising Radio and Television Inc. from Media Teleservice.

**International:** NBC International now has 14.7% share of filmed programs in syndication in Mexico; tied for first place with Screen Gems . . . MCA TV film series are also doing well in South and Central America.

## Public Service

WAOK, Atlanta, Ga., planned Sunday rally of all candidates in a forthcoming city election.

## THE "BIG THREE" AUTO MANUFACTURERS ARE SOLD ON COLOR TV!

Why are the auto manufacturers sold on color TV? They know they can't afford not to be. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

But, as things came to pass in Atlanta, problems arose:

The city cancelled a contract for use of the auditorium.

Certain people objected to the meeting being held.

It was said that such a forum would be a misuse of the Sabbath.

It was the station's purpose to awaken the public to an interest in the basic democratic process of a free election.

**Public service in action:** • **WILL**, Willimantic, Conn., has scheduled *Your Guide To Good Health* with Dr. Peter Coleman for a period of 26 weeks. This is the 26th station to carry the Alan Sands Package.

**Fidos:** **WTOP-TV**, Washington, D.C., was cited for two programs: Classroom 9: Human Development 1 and Camera 3 by the Metropolitan Washington Mass Media Committee to the American Association of University Women for the shows' "superior quality and interest." They were on last winter in cooperation with the University of Maryland . . .

**WAQE**, Baltimore, has been cited by Governor Tawes for outstanding service in the field of public service programming. The award expresses recognition and appreciation for the station's "outstanding broadcasts of political and government affairs."

## Trade Dates

The NAB's v.p. for industry affairs, **Howard H. Bell**, announced the dates for the seventh annual conference of Presidents of State Broadcasters Associations.

The two-day conference will be held 28 February and 1 March at the Shoreham Hotel, Washington, D. C.

Bell emphasized that this will be the most important Presidents' Conference held thus far, because of the current scope of problems facing the industry.

The Mutual Advertising Agency Network's fall management meeting is set for **The Palmer House, Chicago, 26-28 October.**

In attendance there'll be 20 member agencies.

## "PICTURE" COPY

(Continued from page 34)

radio copy words can be made to work as respectively as a "video television" says Stone, is the commercial **Real-Lemon**: "Picture me," says the announcer, "right now. I have a pitcher of ice-cold lemonade in my hand, the glass is all frosty cold. There's no mess of lemons in the sink. I used Real-Lemon juice."

To the listener, the use of these words should conjure up a fetching image of a frosty, delectable drink and all done without fuss and muss. BBDO did an effective job for *The New York Times* through a series of commercials which were devoted almost exclusively to sound effects. A small portion of the recorded commercial went to talk.

Here's how this was managed:

Sound: bicycle bell  
Sound: Newspaper hitting door  
Sound: padding of footsteps  
Voice: yawn  
Sound: Door opening  
Voice: Grunt as paper is picked up  
Sound: Door closing  
Sound: padding back of footsteps

# OVERWHELMING DOMINANCE \* of KNOE-TV proves merit of balanced programming



\*ARB—March, 1961

## PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Total Homes	Monroe Metro Ouachita Parish (County)		Total Homes	Monroe Metro Ouachita Parish (County)
<b>Monday-Friday</b>			<b>10 PM-Midnight</b>	<b>248.3%</b>	<b>504.2%</b>
Sign on-9 AM	120.0%	70.3%	<b>6 PM-Midnight</b>	<b>63.5%</b>	<b>198.4%</b>
9 AM-12 Noon	89.5%	232.9%	<b>Sunday</b>		
Sign on-Noon	116.2%	161.5%	Sign on-6 PM	69.5%	259.2%
Noon-3 PM	95.7%	326.3%	6 PM-10 PM	100.5%	203.2%
3 PM-6 PM	26.9%	109.0%	10 PM-Midnight	473.3%	1830.3%
Noon-6 PM	53.8%	172.7%	6 PM-Midnight	115.5%	136.7%
6 PM-10 PM	32.7%	105.8%	<b>Sunday-Saturday</b>		
10 PM-Midnight	40.3%	101.2%	6 PM-10 PM	42.1%	124.7%
6 PM-Midnight	33.3%	104.9%	10 PM-Midnight	91.8%	195.3%
<b>Saturday</b>			6 PM-Midnight	46.9%	132.2%
Sign on-6 PM	58.1%	111.1%	9 AM-Midnight	54.8%	154.3%
6 PM-10 PM	42.6%	159.7%			

\*Nielsen Station Index, March-April, 1961

## PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Total Homes
<b>Monday-Friday</b>	
9 AM-Noon	84.4%
Noon-3 PM	129.2%
3 PM-6 PM	64.3%
Noon-6 PM	96.8%
<b>Sunday-Saturday</b>	
6 PM-9 PM	61.4%
9 PM-Midnight	71.6%
6 PM-Midnight	66.5%
9 AM-Midnight	69.5%

# KNOE-TV

Channel 8  
Monroe, Louisiana

The only commercial TV station licensed in Monroe

CBS ★ ABC  
A James A. Noe Station  
Represented by H-R Television, Inc.

Sound: Pulling back of chair  
 Voice: Ahhhhhh  
 Sound: Pouring of coffee  
 Sound: Scraping of sugar bowl  
 Sound: Stirring of coffee  
 Sound: turning of page  
 Voice: hmmm(thoughtful)  
 Voice: huh! (indignant)  
 Voice: heh heh (chuckle)

Sound: turning of page  
 sound: stirring of coffee  
 Announcer: *The New York Times* is perpetual emotion. In it, serious news, lighter stories, all worth-while reading, all complete. *The New York Times*. This morning, every morning. Read it—and reap!

At Sind & Sullivan, a couple of down-to-earth characters, are doing a job of selling Swedish import Volvo (see “Volvo bounces back with radio,” SPONSOR 17 July). Tied in exclusively with Volvo, just the sound of the speaking voices prime radio listeners for a Volvo commercial.

The characters (pictures page 33) were created in the Sind & Sullivan’s West Coast office. Grumbling Fred and his fix-it-all friend Charley first went to work for Volvo in the shape of two actors who, via video tape,

were seen first on tv, in a variety of capsule situations which adroitly brought into focus the merits of the Swedish sports car. Later, the two voices, along with the situations were taped for radio use. The sketches were later evolved to tie in with merchandising material and newspaper ads.

An example of the way sounds are utilized to create a scene is illustrated in the various little situations which seem to come up for Fred and Charley. For example: the sounds of tinkering tools can be heard practically throughout the commercial which has its setting in a car repair garage.

An outstanding example of what makes radio copy visual was the Sacramento tomato juice commercial done by the Lawrence C. Gumbinner agency in New York City. (For the complete story on this see “How to sell taste with sound,” SPONSOR, 4 July, 1960)

Gumbinner agency copywriter Tom Lisker created a visual dimension to the commercial by letting listeners “see” the rich goodness of the product, (it’s sales pitch) by adding a few “plopping” sounds. To accom-

plish this, sounds were built around the actual pouring of the juice with few “sound mixtures” for effect.

The commercial copy pointed out that the juice is “so rich, it plops when you pour it.”

At Gumbinner, sound effects have been used to visualize other products. The lip balm product—Chap-Stick—for instance. In this instance, the sound of whistling is heard, which, according to Paul Gumbinner, Gumbinner agency radio/tv director, evokes in the listener, the picture of lips, or a mouth. Primed thus, the listener is receptive to the lip balm commercial, which says “give your lips that good Chap Stick feeling.” Says Gumbinner, “when you hear (the whistling), it becomes a signature that visualizes a man’s lips immediately and carries out the lip outline used for a caption in the magazine ads. The same lip outline is every tube of the product.”

Also at Gumbinner, in the case of Chap-ans, a hand cream product, the sound of clapping hands is used to focus attention to hands and reach the listener for the on-coming commercial.



## THE RIGHT SETTING FOR SALES!

A sparkling diamond necklace, shown off in just the right setting is certainly hard to resist. Well, the same is true of your sales message. Put it in the right setting . . . on the right station . . . in the right program, and chances are your message will strike a responsive chord. WXLW's well-balanced, exclusive adult programming lets you select the right program, AND the right audience. In addition, your product image is never destroyed by the type of music featured on many stations today. WXLW programs pleasant listenable music combined with warm, congenial air personalities that set the mood for sales . . . with music designed to put the consumer in a receptive frame of mind, not a frantic frame of mind. So buy the audience that *can* and *will* buy your product. Include WXLW in your Indianapolis buy!



CONTACT YOUR NEAREST ROBERT B. EASTMAN REPRESENTATIVE



You may not have actually seen this sign, but there are some people these days who certainly carry the idea around . . . in books, public pronouncements, and even in proposed legislation. Yet the fact is that Advertising and "admen" are already at home, for here in America, their role has been a vital one in the building of our prosperous economy. This is the economy that has given us all more comforts and conveniences, more leisure time, more facilities for helping others as well as ourselves. Advertising has simply been an important part of the important business of marketing America's goods and services. This is an accomplishment . . . one that should send "admen" home . . . every night . . . *proud!*

created and produced by  
**DANIEL F. SULLIVAN CO., INC.** *advertising* BOSTON, MASS.  
and published by SPONSOR as an industry service.

**YOU CAN'T MISS**

with the  
**"BIG CHEESE" in Wisconsin**  
Not only 3/4 million people  
but 2 million cows.

**WEAU-TV**  
EAU CLAIRE, WISCONSIN

**Buy St. Louis**

**KTVI 2**  
CHANNEL 2  
ST. LOUIS

## PAINT

(Continued from page 53)

furniture, chairs . . . walls, too. Its scrubable, dimensiony texture completely covers and rejuvenates battered furnishings. Vari-Krom ranges from delicate pastel combinations to dark tones."

• "Aren't you bored with the same dull, monotone walls in your home? Listen! An interior decorator friend gave me a preview of the most fabulous wall finish I have ever seen. Marbled Walls . . . *painted on*. These walls had the swirl, tone and luxury of real marble. It's hard to tell from the real thing! The colors were angelic. There was a foyer done in Fresco gray delicately threaded with Palermo pink . . . another wall had a flashing onyx richly veined in Roman gold . . . and a bedroom was done in antique white laced with Capri blue. The big surprise was: you can *paint* antique marble *yourself* . . . easily and inexpensively. A whole room costs less than twelve dollars. A quality Breinig Brothers product available at your favorite paint store. For the name of your nearest dealer and free color samples of this seeing-is-believing antique marble paint, write Marble on a postcard and send to (name of personality, station, address)."

Within four weeks of the campaign, Breinig pulled "a phenomenal" 5,000 responses to the commercials.

The company had to wait three months to see if sales were affected. It took this length of time for jobbers to reorder.

"In the face of a depressed paint market, New York held its own for us," said Strauss. "The paint business is a tough one. But New York stood out as one area this spring that didn't show shrinking sales."

The results of this campaign convinced Breinig that radio was them. The fall buying will be in four week flights using talk shows mainly. Personalities will be booked in favor of station plans.

"We aren't buying the highest rated show necessarily. We want personalities that reach the audiences . . . personalities with best mail pull," said Werman.

They will be using about two spots per market. In New York 25, Detroit and Cincinnati 27, according to Werman.

## SPONSOR ASKS

(Continued from page 47)

motion staff in creating a variety of sales tools that will aid their salesmen in obtaining new business and more than a fair share of the counts going into the market.

**Audience Promotion:** This function should make a continuing study of successful audience promotion methods and techniques. It should have experts available to travel to any station to analyze and appraise existing audience promotion techniques and offer aid: from a constructive idea to a complete operating schedule.

**Programming:** At request of station the rep should make detailed programming recommendations.

**Duncan Mounsey**, executive v.p. gen. mgr., WPTR, Albany, N.Y.

Salesmen who are willing to work for the station as an extension of station or local sales staff.

Salesmen who realize the importance of effecting a personal relationship between station people and buyers in order to overcome problems.

## "LARAMIE" MAKES THE MOVE FROM BLACK & WHITE TO COLOR TV

This Fall "Laramie" catches the great outdoors in "Living Color." A great show becomes even greater. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

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physical distance between market and advertiser.

Salesmen who are intellectually mature enough to realistically understand our industry . . . who can actually understand and convey in intimate detail the exact purpose and meaning behind a station's individual approach to reaching and serving its market.

A good salesman is, in fact, an intelligent representative both his station



*A sales force that conveys, and understands, your station's personality*

and the buyer equally. He is the link that brings together people who don't know each other, and only by knowing the seller profit equally from the salesman's efforts. Salesmen who, through their selling approach elevate our industry as well as our individual station and market.

**Arthur W. Carlson**, director of radio operations, Susquehanna Broadcasting Co., York, Penn.

In evaluating representatives there are a number of questions you should ask yourself. First, "Does he believe in the 'positive selling' of radio and tv for his station?" Too many people in the industry are not properly ac-

quainted with the dynamic character of radio today and tend to sell the medium short. Lack of belief in the power of radio is probably the principal cause of the constant intra-industry warfare which has fostered a dis-interest in radio on the part of many agencies and their clients. If your station representative spends much of his time knocking your competitors instead of presenting the positive side of your station's story, he is not only hurting the medium as a whole, but is not properly acquainting the buyers with the value of your station.

"What kind of people work for your representative?" In an industry dealing with intangibles, such as radio, people are all-important. The salesmen must be men of character, as well as ability. They must believe in the power and effectiveness of radio and particularly in the policies and procedures of your station.

In the final analysis, your representative is your partner. He is responsible for a major portion of your station's revenue. If he believes in your station and its ability to move merchandise, and has the organization that will do the proper job of selling your station, he deserves to be treated as your partner. The wide knowledge of radio, advertising and marketing possessed by a good representative makes him a valuable partner. The information regarding industry trends and techniques that he can provide is im-

portant to your station.

"Will the representative properly service what he sells?" Any successful radio station knows the value of servicing their local clients. Service does not simply mean making sure that the copy is ready and the commercials are scheduled. In its broadest definition service means doing everything possible to make sure that a campaign will be successful. Is your representative willing to spend the time and effort to properly follow through each sale so that every campaign, big or small, will reach its desired goal? If a representative has a reputation of service this will not only help create more business for the station, but create a better climate for radio in general.

Today's representative must have an effective research and development function. The sales story of any good radio station is much more than a rating book and coverage map. A representative must have in his organization qualified people whose job is to constantly develop new sales ammunition, pointing out the effectiveness of your station.

"What kind of leadership does the representative have?" If the firm has active, effective, dynamic leadership the staff will reflect this leadership. No matter how good the individual salesmen and other personnel are, it is the top executives that set the policies, furnish the drive and develop the plans and goals of the company.

**COMING...  
SEPT. 3rd!  
\*\*\*\*\***

**T H E N E W**

**NB**

**A F F I L I A T E  
for**

**SHREVEPORT**

**TEXARKANA AND THE ARK-LA-TEX**

**KTAL★TV**

**\*with the tallest  
tower in the South...  
making Shreveport  
the nation's newest  
3-station TV market!**

**KTAL★TV**

**C H A N N E L 6**

**Walter M. Windsor**  
General Mgr.

**James S. Dugan**  
Sales Director

*\*1,580 feet above average terrain! For the complete "Kay-TALL" story get the facts from ...*



**BLAIR TELEVISION ASSOCIATES**  
National Representatives

## Tv and radio NEWSMAKER



**Kenneth H. Goldblatt** has been radio sales manager of WQXI, Atlanta. He entered the radio sales field in 1946 at WABC, New York, and left in 1947 to join Mutual Broadcasting in co-op department sales. Goldblatt later became sales manager of the network. He developed a food and drug merchandising plan for network stations and served as tv information coordinator for Mutual. After rejoining WOV to develop and sell the New York market, he served at WINS, New York, and then at Headley-R

**Robert P. Cronin** has been elected v.p. of Broadcast Time Sales. He has been with BTS for the past two years, rising from account executive to manager of the BTS Chicago office. Before joining the rep firm, Cronin had extensive experience in the industry, including time at WBBM, Chicago, for two years and four years with Blair. With his new rank he will continue as manager of the Chicago office of Broadcast Time Sales, with added responsibilities on the executive level.



**Eleanor B. Machia** has been appointed commercial manager of K-JIM, Fort Worth, Texas. For the past three years she has served as account executive and special accounts consultant at K-JIM. After graduating from Vassar, she serviced accounts for IBM in Philadelphia. She has taught school in Boston, worked as airplane mechanic during World War II, worked as an editor of technical material, and served with the Red Cross in France and Germany.

**Peter M. Affe** has been made station manager at WNBC-TV, New York. In assuming his new duties, he departs from the post of manager of daytime program operations at NBC TV. He first joined the network in 1943, and in 1946 was appointed assistant newsreel editor. Two years later he became programming assistant in the new tv operations department and in 1949 was named supervisor of production control. He assumed his daytime operation job at NBC TV in 1960.



## The seller's viewpoint

For many years, fm has been the step-child of the broadcasting industry. Those days are short-lived, says Joe Parry, sales manager of WNCN-FM in New York. WNCN, flagship station of the Concert Network, with fm outlets in Providence, Boston and Hartford, has completely revitalized the station. Their motto is: fm is radio, only better, and their operation reflects it. Their programming, selling, promotion and engineering is done as though they never heard of the letters "fm." An example of their competitive programming is the signing of radio veteran Galen Drake to a three-year contract.



### FM Radio comes of age

There is one major difference between am and fm. Fm is a better signal—a better means of transmission. Other than that there is no difference, except that some broadcasters choose to make it so.

In the 15 years since fm became a significant broadcasting medium, it restricted itself chiefly either to good music or carrying am programming. Occasionally, an impatient broadcaster would attempt to transcend what appeared to be the medium's fate. But generally it was short-lived due to a general lack of commercial support. This factor, in turn, affected not only the caliber of programming, but also limited the hiring of adequate support personnel, such as salesmen, promotion experts, and check-book managerial talent. It was a vicious cycle.

At our station, we have an unspoken creed: fm is radio. Although legislatively we must officially refer to ourselves as an outlet, you could never tell it by our operation—we program, sell, promote and engineer as though we never heard of those two letters.

As for our programming, we are doing things that previously were unheard of outside the realm of am. For example, we recently acquired the three-year services of Galen Drake, one of the industry's great talents, to do three shows daily for us. We are also doing such shows as a nightly jazz program, deejayed by Les Davis from the Fifth Avenue record shop.

The remote broadcast is another progressive programming technique that we plan to use a great deal in the future. Our present remotes include a folk music program from the Greenwich Village club, and a jazz show, again emceed by Les Davis from a downtown restaurant. Another show on the drawing board is a celebrity interview show hosted

by Aileen Dalton from a famous mid-town restaurant. This show will be carried one hour a day, five days a week.

The Hi-Fi shows scheduled for New York's Trade Fair Building will give us an opportunity to exploit some of our programming ideas with a three-hour program daily directly from the floor of the six-day show.

But this is not to say we eliminate other types of music. Recently, for the first time in radio history, we broadcasted the complete nine symphonies of Beethoven. It took all day, but it was a day to remember.

We are currently negotiating with other veteran radio personalities. This is only the start. Another of our current plans to broadcast a U.S. International Trade Fair of the Air, which will sell time to various countries around the world which they will use either to promote national services or resell to their industries. The programming will conform to the sponsoring country.

Our selling is unlike most other fm outlets, largely for one reason. We use the same creativity in this area as we do in programming. And we find it pays off—fm or no.

Another factor in our favor is the tremendous number of fm sets in the New York area, 2,479,400 at the last count. According to the latest survey, more than one out of every two radio homes in our coverage area has an fm receiver—making it the best fm market in the country. All of our advertisers also receive coverage in Hartford, Providence and Boston, through the Concert Network facilities of WHCN, WNCN and WBCN respectively.

At our stations, we foresee the day when the only difference between fm and am will in fact be that fm is better—technically and financially. Everything is on our side except precedent.

# SPONSOR SPEAKS

## Minow at Northwestern

FCC Chairman Minow, addressing the Conference on Freedom and Responsibility in Broadcasting at Northwestern University's School of Law trotted out all sorts of quotes—John Milton, Thomas Jefferson, Supreme Court decisions, Congressional orations and 27-year old trade paper editorials—to defend his notions about FCC involvement in broadcast programming.

In essence, his 19-page speech can be boiled down to a few points. Mr. Minow holds 1) that tv and radio are unlike newspapers and cannot enjoy the same Constitutional free speech rights as the press. 2) the FCC must involve itself in programming matters in considering license applications and renewals. 3) The Commission has an obligation to see that stations program in the "public interest." 4) Tv and radio programs need "reforming."

All of which, Mr. Minow expressed with an air of profundity and scholarship almost certain to dazzle those unfamiliar with "law logic" or with the typical lawyer's trick of overdocumenting his own emotional opinions with clouds of witnesses.

But what is the weakness in the Minow arguments?

The flaw in his thinking (and it is a very serious one) is this: he bases his ideas not on an allegiance to the principle of the 1st Amendment but on the technological accident which makes broadcasting "different."

It is true, of course, that theoretically anyone can start a newspaper, or magazine, but not everyone can open up a tv or radio station—there aren't enough channels for all.

But this fact must never be taken as an excuse by government to set up procedures and standards which violate the free speech concept. The best possible regulation for broadcasting is that which comes closest to giving it the full protection of the 1st Amendment.

But Mr. Minow isn't starting on this basis.

Instead, he is starting with the assumption that the difficulties involved in broadcast licensing justify a course of action that is wholly un-American in spirit.

No matter how loudly and piously he protests his abhorrence of "censorship," the fact is that his program and approach cannot be described in any other way.

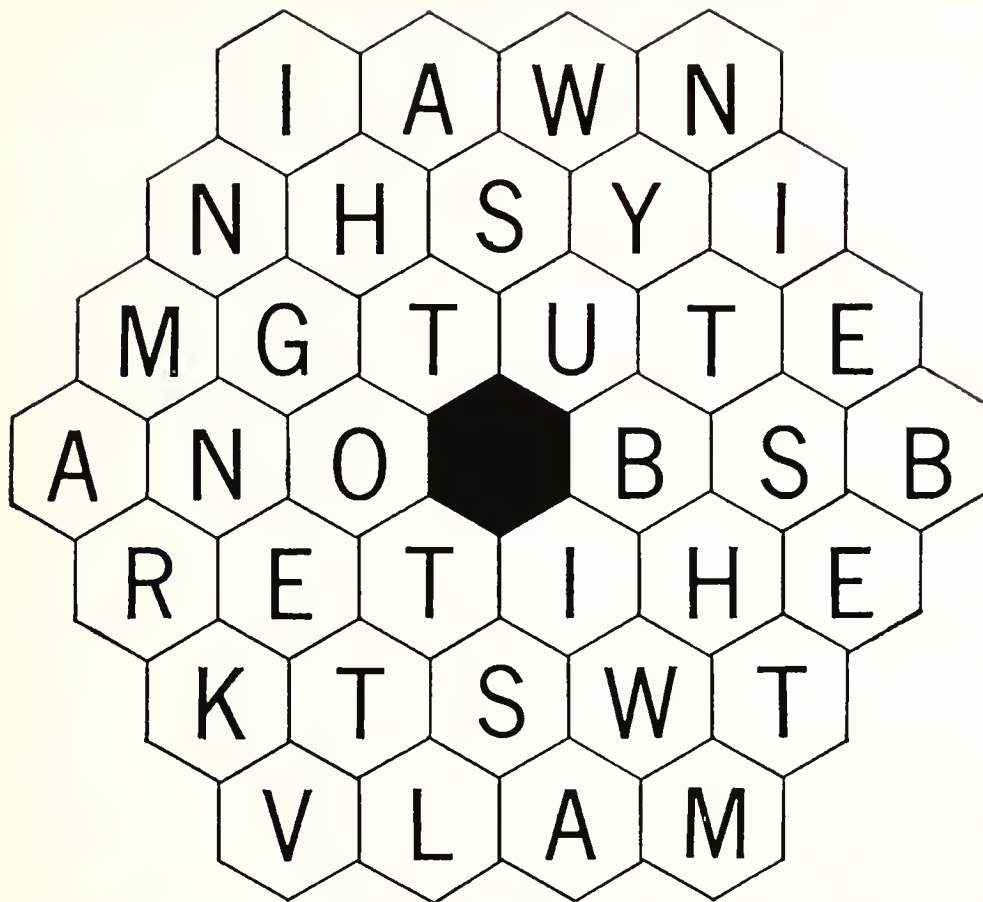
## 10-SECOND SPOTS

**Is nothing sacred?** A few weeks ago, this column carried an item about a farcical deoderant ad, described by WCBS morning news anchor Jack Sterling. It seems Jack succeeded in topping himself a few mornings later by telling of still another underarm deoderant which, no fool told the public in no uncertain terms: "If you believe in marriage you believe in such & such deoderant."

**Sick, sick, sick:** And then there was the copywriter who rushed into his bosses' office shouting: "I've got a picture of Joan of Arc at the store. And the caption, 'are you smoking more now but enjoying it less.'"  
*was fired.*

**Dig that audience composition:** WNCN-FM N.Y. disk jockey Les Davis tells of the time he had a hard deal as a sponsor. One evening a man walked in, and asked to see a specific component. He mentioned that Les Davis had recommended it on the air. The proprietor showed him the unit and the "customer" promptly pulled a gun and walked out with the merchandise. After phoning the police, the hi-fi dealer called Davis. "*At least now I know you have a listener,*" he told him.

**Only in America:** Recently in Cincinnati, a program announcement went out as follows: "Tonight at nine, the President of the United States will address the nation concerning the crisis in Berlin and elsewhere in the war between freedom and communism. Tonight at eight the league-leading Cincinnati Reds will continue their campaign against the Milwaukee Braves." The announcement continued to report that WKRC-AM-TV and WLW-AM-TV would interchange facilities to broadcast both events live to the public. In conclusion, Cincinnatians were assured: "Make a note that through the facilities of WKRC and WLW you will be able to see and hear both President Kennedy and the Cincinnati Reds, another outstanding example of free broadcasting in the public interest."



## ON THE GENTLE ART OF CELLING

Once there was a good, but stern, Media Director. One day a young timebuyer came to ask his opinion on an important matter.

Believing that nothing should be handed out in a silver spoon\*, the Media Director handed the young timebuyer a sterling answer, indeed, but it was scrambled in this honeycomb.

The letters in the cells spell out his precise advice. See if you can trace it through, using the letters in every cell just once, and always passing from a cell to one that is touching it. Send us the correct sentence and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you've already won it, say so and we'll send you a different prize.

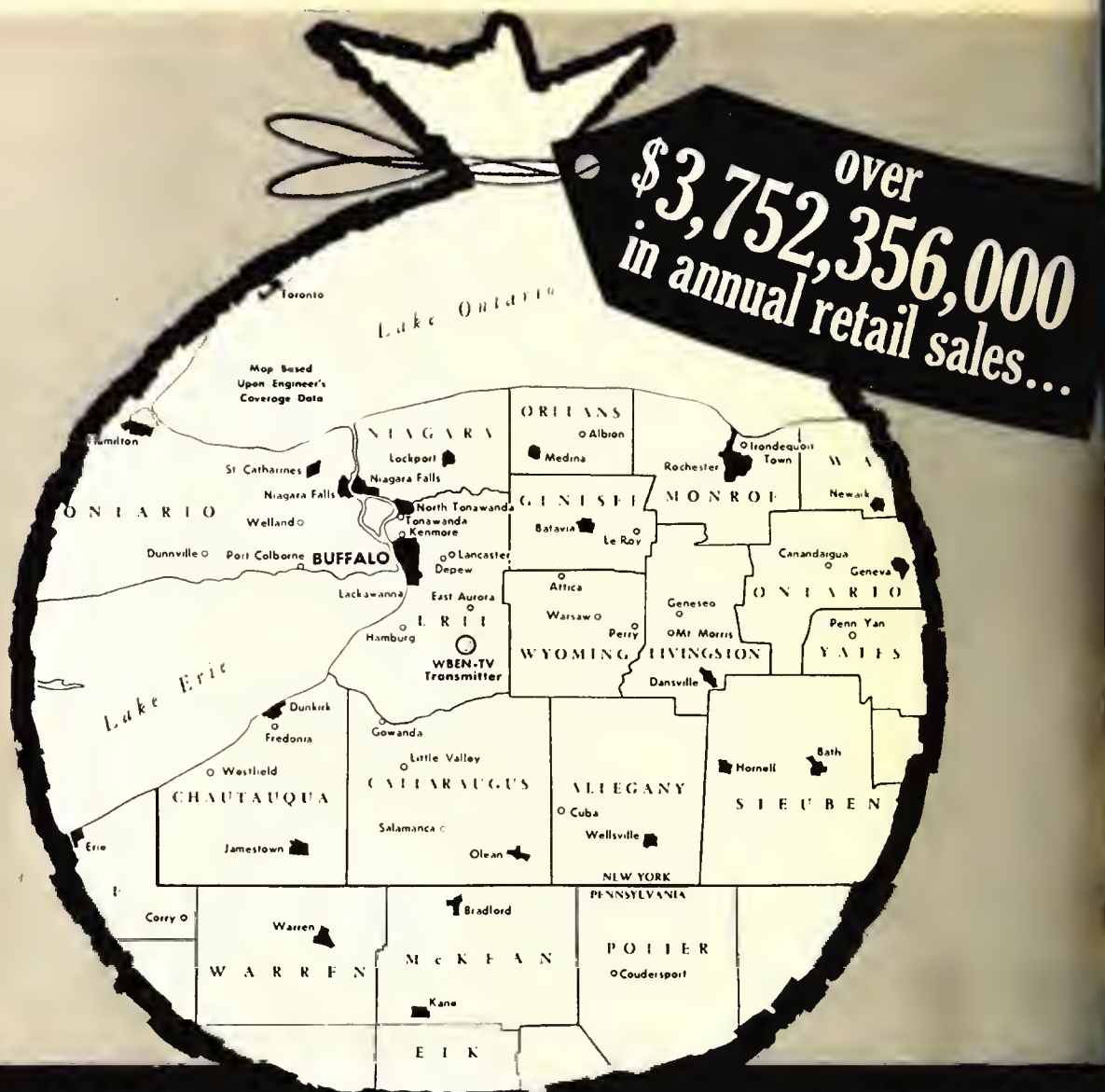
*\* He was not averse, however, to scheduling the stations that deliver the largest audience on a silver spoon. (In Washington, he bought WMAL-TV, first all week long, 6 PM to Midnight. ARB April '61.)*

# wmal-tv

Washington, D. C.

*An Evening Star Station, represented by H-R Television, Inc.*

iated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.



**and WBEN-TV is the most economical way to cover this market**

The strong, clear and penetrating signal of WBEN-TV reaches the 2½-million people in Western New York with an impact that jars their pocketbooks and rings cash registers.

It's the most powerful selling medium in sight and sound generated by an audience loyalty that has been built through quality programming and dedicated public-service telecasting since 1948.

The 2½-million figure *does not* include the BONUS AUDIENCE in the Canadian Niagara Peninsula where Ch. 4 has better than a one-third share of the 800,000 TV-homes audience.

No other medium can cover as much selling territory for your product as quickly, as completely, and as economically in this rich, vital market — second largest in the nation's richest state.

*Keep in mind, too, that your TV dollars count for more on Channel 4 — Buffalo.*

**Get the facts from Harrington, Righter & Parsons,  
National Representatives**

**WBEN-TV**

The Buffalo Evening News Station

CH.

**4**

CBS in Buffalo